

Wards Announce
DECORATOR APPROVED WALLPAPERS



21st Century

Early American

Modern



18th Century



Modern



Early American

Decorator Approved

FOR AUTHENTIC STYLE

Decorator Approved Wallpapers, for the first time anywhere, bring to your home the services of four expert Interior Decorators! Every pattern in this new 1939 Style Book has been approved by this committee so you may create an exquisite and authentically styled background for your rooms. The glorious Period papers shown at the left are just a few of the many outstanding styles in 18th Century (Traditional), Modern, and Early American patterns you will find from Pages 7 to 37. In addition to correct Period papers, you will also find popular designs for any type of room.



✓
GOOD QUALITY

- Includes Papers from 6c to 11c
- Others Charge Up to 30c a Roll
- Printed on Regular 9-oz. Paper
- Fadeproof—but Not Washable
- Gives Good, Dependable Service

Others 22¢ Wards 11¢

✓ ✓
BETTER QUALITY

- Includes Papers selling for 14c
- Others Charge up to 60c a roll
- Printed on Heavy 10-oz. Paper
- Fully Fadeproof and Washable
- Meets Government Specifications

Others 23¢ Wards 14¢

✓ ✓ ✓
BEST QUALITY

- Includes Papers from 17c to 50c
- Others charge up to \$3.00 a roll
- Printed on 12 to 18-ounce Paper
- Fadeproof, Washable, Calendered
- Exceeds the Gov't. Specifications

Others \$1.10

Wards 22¢

Decorator Approved

FOR

QUALITY & SAVINGS

Wards Committee of Four Interior Decorators chose the most outstanding Period papers in America . . . costing up to \$3 a roll . . . and asked Wards buyers to reproduce them, quality for quality, for 50c a roll or less. Actual samples in this book prove this was done! Now, to make it as easy for you to buy Wallpaper as you buy fabrics, Wards offer you 3 qualities—*Good*, *Better* and *Best*—in three price ranges. Our *Good Quality* gives good, dependable service; *Better Quality* wears better than *Good Quality*, gives longer service; while *Best Quality* includes the finest wallpapers that money can buy!



Prove Wards Save You Up To 80% On Wallpaper



1 Borders...the finishing touch

Borders strike a dominant style note for 1939! More popular than ever before because they have so many decorative possibilities. Try them around door and window openings for a clever effect. Smart, too, when used for wall panels as well as at the ceiling and baseboard. Every Ward paper has its own border, specially designed to match!



2 Washable paper is practical

Washable Wallpapers are well worth the few extra pennies they cost because paste streaks and finger marks from hanging may be wiped off easily with a damp cloth, making your new wall spotless. If you want walls that are as washable as a painted surface, see the new Scrubbable patterns shown on Page 86 and on the Back Cover.



3 Save money...hang it yourself

It's actually fun to hang Wards new Wallpaper with the trim-easy feature on both edges...much easier than painting! Even if you have never hung Wallpaper before you'll be amazed how quickly you get a professional looking job. For directions on How to Hang Wallpaper, as well as materials and tools you will need, see Page 87.

6 Hints...FOR THE HOME DECORATOR...



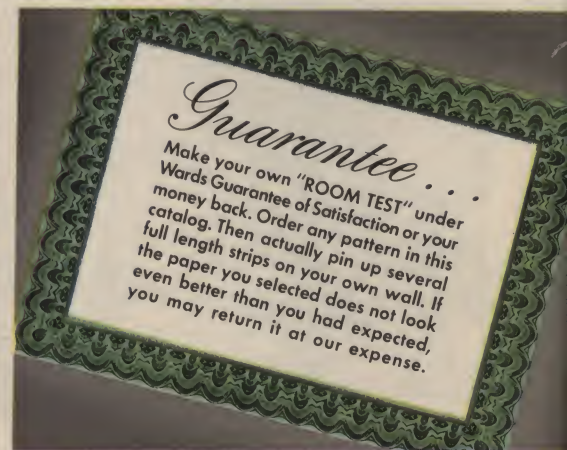
4 You have a long time to pay

Now you can afford to repaper your entire home and save both time and money! With Wards Time Payment Plan, as little as \$2 down will furnish enough paper for an average size home. Select any patterns in this book and include them with your order for any Wards merchandise from any Ward catalog, totaling \$10 or more. See Page 88.



5 Both edges now Easy-Trimmed

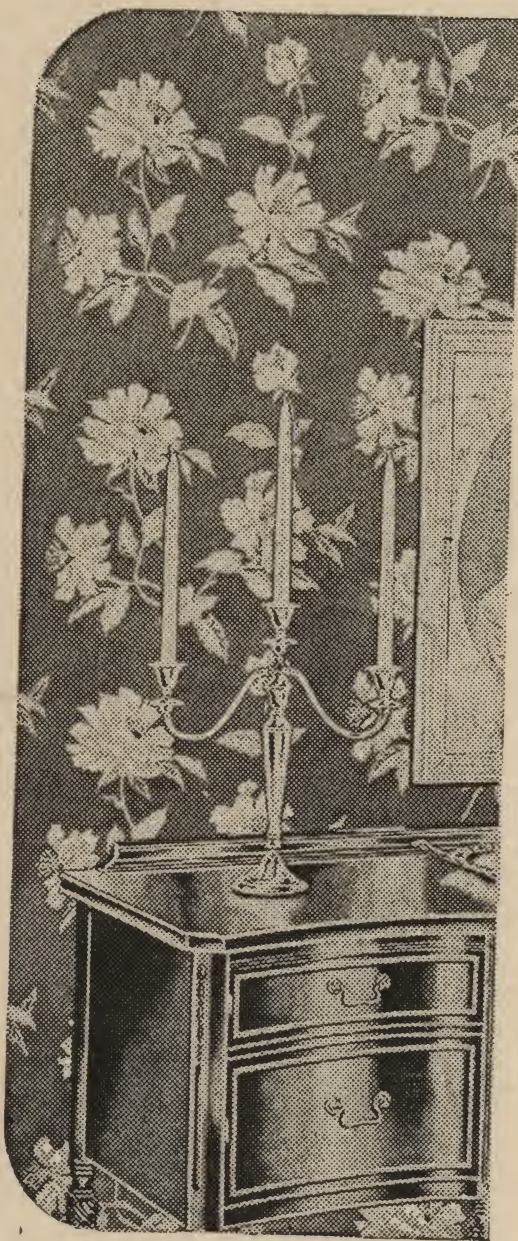
To make Wallpaper easier than ever for you to hang, Wards now offer you papers with both edges Easy-Trimmed! As simple to trim as tearing off a postage stamp...no trimming knife or straightedge necessary and both edges are always smooth and even so that you may have a "Butt" or "Lap" job on your walls, whichever you wish.



6 Your satisfaction guaranteed

The Wallpaper you purchase at Wards is made by the leading wallpaper manufacturers of America! Every single roll of paper we sell must first pass the most rigid inspections for quality. Every color must be absolutely true...every design must be perfectly reproduced...every ounce of paper must meet the highest standards known.





PAGE 8 WARDS ADPOF

New Dusty Plum

*Creates Walls of Traditional Elegance
and usually Costs \$2.00 a Single Roll*



The Formal Elegance of 18th Century Style is unsurpassed for walls of good taste, dignity and charm! This glorious Traditional paper, with its magnificent white flowers and exquisite dusty plum background is actually better quality paper than a similar design selling for \$2.00 a single roll. Wards Committee of Interior Decorators have approved it as authentic for 18th Century Period room furnishings. For a smart ensemble effect, use this paper in an adjoining room with the beautiful pink satin moire stripe pattern shown on Page 9.

576 F 971—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 lbs. 8 oz. **\$1.00**

576 F 4971—BORDER. 2¼ in. wide. Shipping weight per yard 1 ounce. Price per yard..... **6c**

576 F 612—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Ship. wt. 2 lbs. 8 oz. **40c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

50c

A SINGLE ROLL

The cost of an average 10x12 ft. room is \$6.76

- Best Quality
- Fadeproof
- Washable
- Trim-Easy Edges

SEE FRONT OF THIS SHEET FOR PATTERN



Exquisite Pink Satin Stripes

Create an Authentic Period Style

45^c

A SINGLE ROLL

The cost of an average 10x12 ft. room is \$6.14

- *Best Quality*
- *Fadeproof*
- *Washable*
- *Trim-Easy Edges*



The enchanting style effect of a classic 18th Century salon is recaptured for your own walls by this superb satin moire pattern. The smart stripe effect is strikingly beautiful and interprets the modern spirit of design as well as the traditional. The delicate pink coloring is perfect for a bedroom, and is also artistically correct for any entrance hall, dining room or living room. Feel the fine, heavy quality of this paper and you will know what an Outstanding Value it is at 45c a roll. Moreover, imported patterns of this type and quality sell for \$2.10 a single roll. Makes a lovely Companion Room paper for the pattern shown on Page 8.

576 F 970—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 lbs. 8 oz. **90^c**

576 F 3970—BORDER. 4¾ in. wide. Shipping weight per yard 1 ounce. Price per yard..... **6^c**

CEILING.—Use one of the smart new tinted ceilings on Page 51 to harmonize. Double roll..... **34^c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$5.12
10 x 12 ft.	9 ft.	5	16	2	6.14
12 x 12 ft.	9 ft.	6	18	3	7.50
12 x 14 ft.	9 ft.	6	19	3	7.56
12 x 16 ft.	9 ft.	7	21	4	8.92
14 x 18 ft.	9 ft.	8	23	4	9.94

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



With an Accent on Beauty and a Warm Gray Tone for Style

33^c

A SINGLE ROLL

The cost of an average 10x12 ft. room is \$5.06

- *Best Quality*
- *Fadeproof*
- *Washable*
- *Trim-Easy Edges*



The 18th Century fashion for richly ornamental flower and leaf designs is excellently portrayed in this smart traditional paper. Smart, too, is the attractive two-toned effect which is very much in vogue today. Four Interior Decorators chose this pattern for its authentic style and recommend it for an outstandingly beautiful Companion Room setting with the lovely dusty plum paper shown on Page 8. Because it is such a soft, warm shade of gray, any color scheme you have will harmonize. Moreover, this pattern is not just for 18th Century rooms . . . it is equally lovely with Modern or Early American period furnishings.

576 F 966—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds. **66^c**

576 F 4966—BORDER. 2¼ in. wide. Shipping weight per yard 1 ounce. Price per yard. **6^c**

576 F 612—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Ship. wt. 2 lbs. 8 oz. **40^c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR
PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$4.28
10 x 12 ft.	9 ft.	5	16	2	5.06
12 x 12 ft.	9 ft.	6	18	3	6.24
12 x 14 ft.	9 ft.	6	19	3	6.30
12 x 16 ft.	9 ft.	7	21	4	7.48
14 x 18 ft.	9 ft.	8	23	4	8.46

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



Graceful Flowers Capture the Spirit of the 18th Century

22^c

A SINGLE ROLL

The cost of an average 10x12 ft. room is \$3.96

- *Best Quality*
- *Fadeproof*
- *Washable*
- *Trim-Easy Edges*



All the romantic charm of the most beautiful 18th Century walls is recreated for you by this exquisitely dainty floral and leaf pattern. It is graceful, light and airy and is executed in the loveliest color tones of the whole traditional era. This pattern has been Decorator Approved for authentic style, which means your walls will be correct and in perfect taste. While this pattern is particularly suitable for 18th Century room furnishings, it may also be used very effectively with other periods, in almost any room in your home. You Save at least 80% on this paper at Wards . . . decorating shops ask \$1.10 or more a roll.

576 F 958—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds. **44^c**

576 F 4958—BORDER. 2 1/4 in. wide. Shipping weight per yard 1 ounce. Price per yard. **6^c**

576 F 612—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Ship. wt. 2 lbs. 8 oz. **40^c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$3.40
10 x 12 ft.	9 ft.	5	16	2	3.96
12 x 12 ft.	9 ft.	6	18	3	4.83
12 x 14 ft.	9 ft.	6	19	3	4.89
12 x 16 ft.	9 ft.	7	21	4	5.94
14 x 18 ft.	9 ft.	8	23	4	6.50

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.





Style Proverb:

*"Choose an Artistic Floral Pattern
For Authentic 18th Century Rooms"*



Magnolia blossoms so natural looking you can almost smell their heady fragrance . . . so artistic they create an unmistakable air of style . . . and so beautifully accented by the soft gray background you are sure to find this paper exceptionally usable in your own home. For rooms that are furnished in 18th Century style there is nothing more correct for distinctive walls. Four Interior Decorators selected this pattern for its authenticity. May be used to excellent advantage in any type of room and it harmonizes with any color scheme.

576 F 959—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds... **44c**

576 F 4959—BORDER. 2½ inches wide. Shipping weight per yard 1 ounce. Price per yard **6c**

576 F 612—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Ship. wt. 2 lbs. 8 oz. **40c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

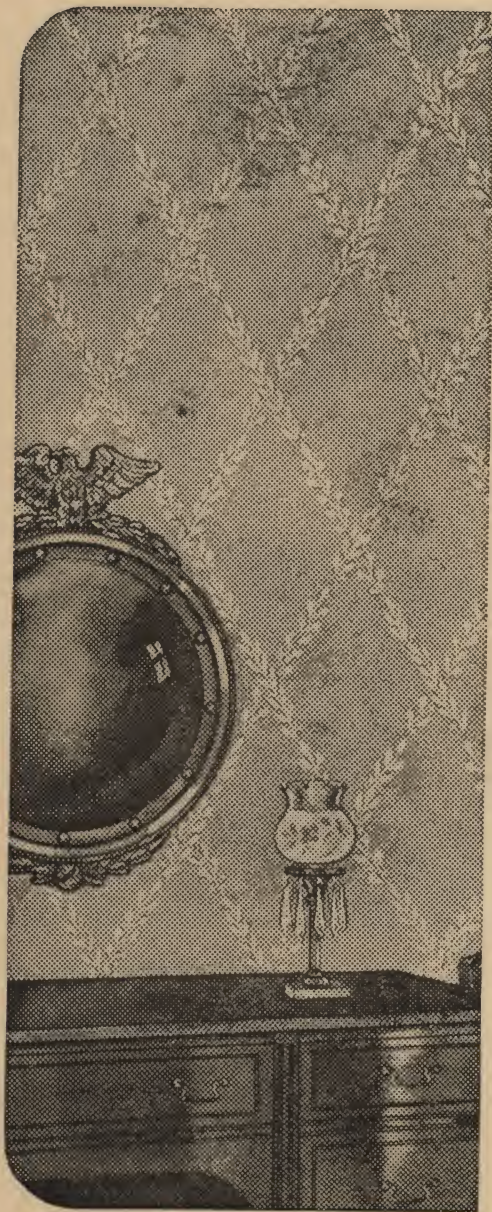
22^c

A SINGLE ROLL

The cost of an average 10x12 ft. room is \$3.96

- *Best Quality*
- *Fadeproof*
- *Washable*
- *Trim-Easy Edges*





PAGE 13 WARDS ADPOF

Favorite of 1780

*And a Smart Style that is Decorator
Approved for its Authenticity Today*



If you could turn back the years to 1780 and visit a fashionable London home, you would undoubtedly find the walls decorated with a pattern very similar to this in the living room, dining room or entrance hall. This lovely pattern in Williamsburg Green, which was in the height of style then, is just as charming and authentic for your traditional rooms of 1939. The graceful vine design adds a touch of refinement and creates an attractive effect of spaciousness. The lovely coloring is delightful to live with and harmonizes with almost any color scheme. Feel the heavy weight and fine Quality of this paper.

576 F 960—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds. **44c**

576 F 4960—BORDER. 1½ in. wide. Shipping weight per yard 1 ounce. Price per yard..... **6c**

576 F 612—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Ship. weight 2 lbs. 8 oz. **40c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

22^c

A SINGLE ROLL

The cost of an average 10x12 ft. room is \$3.96

- *Best Quality*
- *Fadeproof*
- *Washable*
- *Trim-Easy Edges*

SEE FRONT OF THIS SHEET FOR PATTERN



Inspired by the Elegance of an 18th Century Adam Design

17c

A SINGLE ROLL

The cost of an average 10x12 ft. room is \$3.34

- *Best Quality*
- *Fadeproof*
- *Washable*
- *Trim-Easy Edges*



When the Adam brothers of London refined the design of furniture in the 18th Century, their patterns became the inspiration for many of the most beautiful wallpapers of the day. This superb paper, in soft Adam Green, is a faithful reproduction of one of those authentic designs. It expresses all the charming delicacy and feeling of elegance that is so popular and correct for your own traditional rooms. It is exquisite when used in the living room, dining room, hallway or even in a bedroom. If you were to purchase a paper of equal style and quality in any decorating shop, it would cost you 60c a single roll.

576 F 943—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds. **34c**

576 F 4943—BORDER. 2¼ inches wide. Shipping weight per yard 1 ounce. Price per yard..... **6c**

576 F 883—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. **34c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.88
10 x 12 ft.	9 ft.	5	16	2	3.34
12 x 12 ft.	9 ft.	6	18	3	4.14
12 x 14 ft.	9 ft.	6	19	3	4.20
12 x 16 ft.	9 ft.	7	21	4	5.00
14 x 18 ft.	9 ft.	8	23	4	5.46

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



History Repeats Stripes in Authentic 18th Century Rooms

11^c

A SINGLE ROLL

The cost of an average 10x12 ft. room is \$2.32

- *Good Quality*
- *Fadeproof*
- *Trim-Easy Edges*
- *Monthly Payments*



Stripes have glorified the walls of all ages, from Ancient Greece to Modern America. But stripes were never more popular than in the 18th Century when they formed a perfect background for Chippendale, Adam and Sheraton furniture designs. Today we cherish that authenticity of style and recapture its old world charm in this smart and correct stripe pattern. It is just the type of paper clever decorators use to complete an 18th Century room setting, although it could be hung very effectively either vertically or horizontally in a modern style room. Neutral toned, it will harmonize perfectly with any color scheme.

576 F 915—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds. **22^c**

576 F 4915—BORDER. 3 inches wide. Shipping weight per yard 1 ounce. Price per yard.... **5^c**

576 F 876—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Ship. wt. 2 pounds. **22^c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR
PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.02
10 x 12 ft.	9 ft.	5	16	2	2.32
12 x 12 ft.	9 ft.	6	18	3	2.88
12 x 14 ft.	9 ft.	6	19	3	2.93
12 x 16 ft.	9 ft.	7	21	4	3.48
14 x 18 ft.	9 ft.	8	23	4	3.79

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



An authentic Adam Design rich in 18th Century Tradition

11^c

A SINGLE ROLL

The cost of an average 10x12 ft. room is \$2.32

- Good Quality
- Fadeproof
- Trim-Easy Edges
- Monthly Payments



Rich in artistic design, this lovely Adam pattern is an authentic interpretation of the finest 18th Century traditional wall covering. Originated by the Adam brothers of London in their refinement of the furniture of that period, this type of design proved so popular that it was quickly adapted to wallpaper. For your correct 18th Century period room, no pattern is more authentic, and the soft, velvety gray background makes it harmonious with any color scheme. Exquisite for an inviting hallway, living room or dining room furnished with rich, gleaming mahogany. For tinted ceilings, see Pages 51 and 85.

576 F 916—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds. **22^c**

576 F 5916—BORDER. 1½ in. wide. Shipping weight per yard 1 ounce. Price per yard..... **5^c**

576 F 875—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Ship. wt. 2 pounds. **22^c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.02
10 x 12 ft.	9 ft.	5	16	2	2.32
12 x 12 ft.	9 ft.	6	18	3	2.88
12 x 14 ft.	9 ft.	6	19	3	2.93
12 x 16 ft.	9 ft.	7	21	4	3.48
14 x 18 ft.	9 ft.	8	23	4	3.79

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.





MODERN STYLE

MAKES ITS 1939 DEBUT

WITH A DRAMATIC LEAF DESIGN



The Wallpaper of Tomorrow . . . Today! Never have Modern walls had such a smart, new dress as this dramatic foliage pattern. It has all the chic, up-to-the-minute style any room could wish for. The superb new background shade of Terra Cotta Rose accents the striking foliage design which climbs straight up the center of each roll to form a unique stripe effect. Chosen by our Interior Decorators as one of the Outstanding Values for Style and Quality in the entire country. Feel its fine, heavy quality and you know why \$2.50 a roll is the usual price for this paper. No finer wallpaper is made in America.

576 F 972—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds 8 ounces. **\$100**

576 F 4972—BORDER. 2 1/4 inches wide. Shipping weight per yard 1 ounce. Price per yard **6c**

576 F 612—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds 8 ounces. **40c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

50c

A SINGLE ROLL

The cost of an average 10x12 ft. room is \$6.76

☆ **BEST QUALITY**

☆ **FADEPROOF**

☆ **WASHABLE**

☆ **TRIM-EASY EDGES**



WHEN TEXTURE JOINS MODERN STYLE

IT'S A NEW WALL FASHION



Fashionable walls for 1939 take a style tip from textured fabrics in this lovely Modern paper. Texture is one of the smartest decorating trends of the year; new and interesting because you can "feel it with a look"! This beautiful warm Gray is a neutral shade that harmonizes perfectly with any color scheme and makes an excellent background for any type of room. You can actually feel the fine heavy quality and embossing. For a bright color accent, use one of the lovely tinted ceiling papers shown on Page 51. This pattern sold only in triple rolls, 30 inches wide, which trim to 27½ inches.

22^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$4.40

☆ **BEST QUALITY**

☆ **FADEPROOF**

☆ **WASHABLE**

☆ **TRIM-EASY EDGES**

576 F 956—SIDEWALL. Triple Roll, 15 yards long, 27½ inches wide. Shipping weight 3 lbs. 8 oz. **66^c**

576 F 4956—BORDER. 2½ inches wide. Shipping weight per yard 1 ounce. Price per yard. **6^c**

576 F 612—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds 8 ounces. **40^c**

This pattern is sold only in triple rolls, 15 yards long, 27½ inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Triple Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	3	14	2	\$3.62
10 x 12 ft.	9 ft.	4	16	2	4.40
12 x 12 ft.	9 ft.	4	18	3	4.92
12 x 14 ft.	9 ft.	4	19	3	4.98
12 x 16 ft.	9 ft.	5	21	4	6.16
14 x 18 ft.	9 ft.	6	23	4	6.94

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



BEAUTY FORMULA FOR MODERN WALLS

TALL, SLENDER LEAVES



The newest 1939 version of a smart leaf design! Created to give your walls that chic "up-swept" look that is so very much in vogue . . . as well as adding a feeling of height to the whole room. You'll love to live with this exciting new Peachbloom shade, too, because it is so warm and gay, yet neutral enough to harmonize with almost any color scheme. Use it as a Companion Room paper with the new modern stripe pattern in this same shade on Page 22 for a clever decorative effect. The neat little geometric border adds just the correct design contrast. Fadeproof and Washable:

20^c

A SINGLE ROLL

The cost of an average 10x12 ft. room is \$3.76

☆ **BEST QUALITY**

☆ **FADEPROOF**

☆ **WASHABLE**

☆ **TRIM-EASY EDGES**

576 F 953—SIDEWALL. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds. **40^c**

576 F 4953—BORDER. 2½ inches wide. Shipping weight per yard 1 ounce Price per yard. **6^c**

576 F 612—WHITE CEILING. Harmonizes with the sidewall. Double roll. Shipping weight 2 pounds 8 oz. **40^c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$3.24
10 x 12 ft.	9 ft.	5	16	2	3.76
12 x 12 ft.	9 ft.	6	18	3	4.68
12 x 14 ft.	9 ft.	6	19	3	4.74
12 x 16 ft.	9 ft.	7	21	4	5.66
14 x 18 ft.	9 ft.	8	23	4	6.17

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.

FLASHED FROM STYLE HEADQUARTERS:

FASHION NEWS...STRIPES!



The Cleverest Member of the whole Stripe Family . . . because this smart new pattern has so much up-to-the-minute style and so many decorative possibilities. It's gay and sophisticated and conforms to the spirit of Modern Design in furniture, draperies, rugs and other room furnishings. All over the house, from a stately bedroom to a striking living room, this paper is right at home. Hung vertically, this stripe gives low rooms added height; when hung horizontally it makes high ceilings seem lower. For three other lovely colorings, see Page 22. All are Wards Best Washable, Fadeproof quality.

COST OF ENTIRE ROOM FOR PATTERN ON BACK OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.88
10 x 12 ft.	9 ft.	5	16	2	3.34
12 x 12 ft.	9 ft.	6	18	3	4.14
12 x 14 ft.	9 ft.	6	19	3	4.20
12 x 16 ft.	9 ft.	7	21	4	5.00
14 x 18 ft.	9 ft.	8	23	4	5.46

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.

576 F 948—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds..... **34c**

576 F 4948—BORDER. 2¼ inches wide. Shipping weight per yard 1 ounce. Price per yard..... **6c**

576 F 883—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds..... **34c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

17c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$3.34

☆ **BEST QUALITY**

☆ **FADEPROOF**

☆ **WASHABLE**

☆ **TRIM-EASY EDGES**

SEE BACK OF THIS SHEET FOR PATTERN

ADPOF WARDS PAGE 21





3 COLORS ON FRONT OF SHEET ARE

NEW MODERN STRIPES

17^c

A SINGLE ROLL

PEACH

PEACH, in this new dusty tone, is exceptionally smart for modern stripe walls. This pattern was especially colored to match the lovely peach-bloom foliage design on Page 20, and is its perfect Companion Room paper. Use these two patterns for a living room, dining room combination, or living room and hallway. These patterns are sold only in double rolls.

576 F 148—SIDEWALL. Double Roll, 16 yards long, 18 in. wide. Shipping weight 2 pounds. . . 34^c
576 F 4148—BORDER. 2¼ inches wide. Shipping weight per yard 1 ounce. Price per yard. . . 6^c
576 F 883—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 34^c

BEIGE

BEIGE becomes a gray tone on sophisticated modern walls! The smart stripe effect is perfect with modern furnishings and in excellent taste with other periods as well. This is an ideal Companion Paper for the lovely gray Magnolia pattern on Page 12. The artistic Greek Key border shown on Page 21, is colored to match the samples on the front of this sheet.

576 F 248—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 lbs. 34^c
576 F 4248—BORDER. 2¼ inches wide. Shipping weight per yard 1 ounce. Price per yard. . . 6^c
576 F 883—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 34^c

GREEN

SOFT GREEN is beautifully accented in this exquisite modern stripe design by lines of peach. It is suitable for any type of room and goes well with any style of furnishing. For a delightful effect, try one of the smart new tinted ceilings shown on Pages 51 and 85 in a contrasting color. All colorings of this paper are Fadeproof and Washable. All have Wards Easy-Trim edges.

576 F 348—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 lbs. . . 34^c
576 F 4348—BORDER. 2¼ inches wide. Shipping weight per yard 1 ounce. Price per yard 6^c
576 F 883—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 34^c



THE NEWEST TREND OF FASHION IS TO

SWEDISH MODERN WALLS



Swedish Modern is sweeping the country! Four Interior Decorators selected this smart block design as the perfect wall covering for an authentic Swedish Modern room. May be used equally well in other style rooms, too, as the textured effect and neutral colors will harmonize with any color scheme and any type of furnishings. Because this paper is so plain and neat it will bring out the full beauty of other patterns in your room. Feel the fine embossing and firm, heavy quality of this paper, and you will agree that this is an Outstanding Buy at 17c a single roll. Others ask as high as 50c:

17^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$3.34

☆ **BEST QUALITY**

☆ **FADEPROOF**

☆ **WASHABLE**

☆ **TRIM-EASY EDGES**

576 F 949—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds 8 ounces.

34^c

576 F 4949—BORDER. 2½ in. wide. Shipping weight per yard 1 ounce. Price per yard

6^c

576 F 611—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 8 oz.

34^c

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.88
10 x 12 ft.	9 ft.	5	16	2	3.34
12 x 12 ft.	9 ft.	6	18	3	4.14
12 x 14 ft.	9 ft.	6	19	3	4.20
12 x 16 ft.	9 ft.	7	21	4	5.00
14 x 18 ft.	9 ft.	8	23	4	5.46

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.

SILVERY STRIPES + NEAT DIAGONALS =

A SMART MODERN PAPER



This smart pattern learned well the Lesson of Fashion for 1939! From the shining silvery stripes to the neat diagonal background, here is a paper that expresses perfectly the modern trend toward simplicity.

Because it is so straight and simple, it may be used most effectively with patterned rugs, draperies or upholstery in any type of room, and with any style of furnishings. For a new color accent, use one of the lovely tinted ceiling papers on Pages 51 and 85 to carry out the shades of the attractive wide fan cut-out border. If you prefer this same pattern in another coloring, see Page 25.

COST OF ENTIRE ROOM FOR PATTERN ON BACK OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.45
10 x 12 ft.	9 ft.	5	16	2	2.84
12 x 12 ft.	9 ft.	6	18	3	3.51
12 x 14 ft.	9 ft.	6	19	3	3.57
12 x 16 ft.	9 ft.	7	21	4	4.24
14 x 18 ft.	9 ft.	8	23	4	4.63

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.

576 F 934—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds.

28^c

576 F 4934—BORDER. Cutout 4 in. wide. Shipping weight per yard 1 ounce. Price per yard

5¹/₂^c

576 F 881—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds.

28^c

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

14^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$2.84

☆ BETTER QUALITY

☆ FADEPROOF

☆ WASHABLE

☆ TRIM-EASY EDGES

SEE BACK OF THIS SHEET FOR PATTERN

ADPOF WARDS PAGE 24





4 COLORS ON FRONT OF SHEET ARE

MODERN SATIN STRIPES

14^c

A SINGLE ROLL

PEACH

PEACH is a favorite color for Modern walls where a warm, cheery effect is essential. The lovely silk stripe design adds to the allover feeling of radiance and light. The artistic cutout fan border, shown on the sample on Page 24, is colored to match the samples on the front of this sheet. All these patterns are sold only in double rolls. All are Fadeproof and Washable.

576 F 134—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 lbs. . . 28^c
576 F 4134—BORDER. Cutout 4 inches wide. Shipping weight per yard 1 oz. Price per yard 5½^c
576 F 881—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 28^c

GREEN

ANY ROOM, from the bedroom to the living room, is lovelier with walls of this smart new Green. Harmonizes perfectly, too, with any period of room furnishing, and creates an air of cool, refreshing beauty. This is an Outstanding Value at only 14c a roll. Now it costs you only \$2.84 to redecorate an average size room, including the sidewall, ceiling and border.

576 F 234—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 lbs. 28^c
576 F 4234—BORDER. Cutout 4 inches wide. Shipping weight per yard 1 oz. Price per yard 5½^c
576 F 881—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 28^c

YELLOW

CHOOSE YELLOW in this smart new stripe design for a gay effect of sunniness and light. The neat little diagonal plaid in the background gives just the proper interest and detail to the whole pattern and accents the brilliance of the satin stripes. For a new decorative note, choose one of the smart contrasting colored ceiling papers shown on Pages 51 and 85.

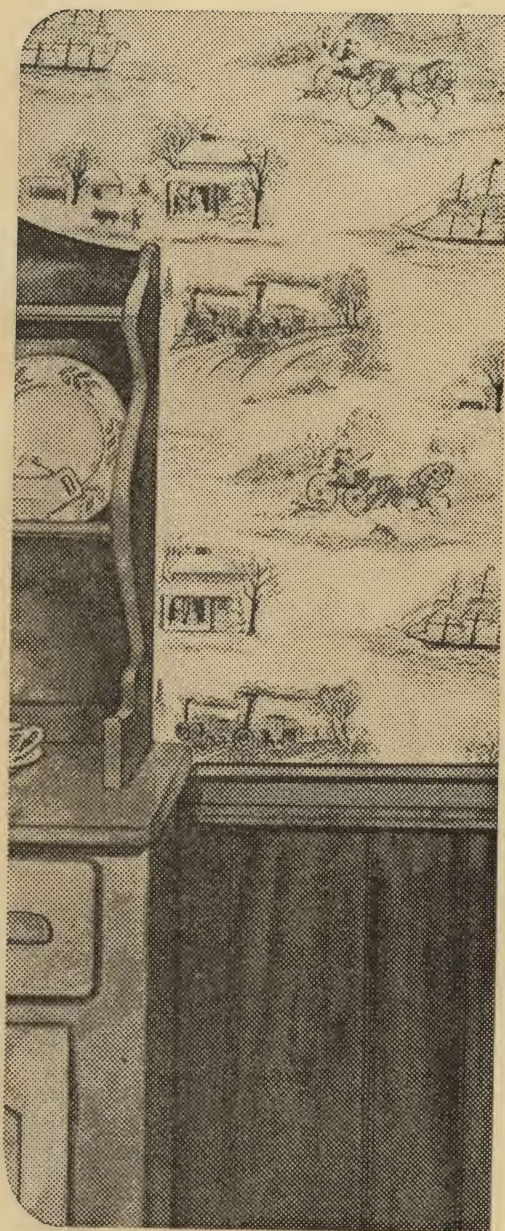
576 F 334—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 lbs. 28^c
576 F 4334—BORDER. Cutout 4 inches wide. Shipping weight per yard 1 oz. Price per yard 5½^c
576 F 882—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 28^c

BLUE

BLUE is one of the most popular colors for smart walls of 1939. And this lovely pattern is particularly attractive in bright, southern exposure rooms. It is exceptionally nice with Modern furnishings, but is in good taste with other periods as well. All patterns have Wards Trim-Easy edges for simplified hanging. Use your credit . . . see Page 88 for Easy Payment terms.

576 F 434—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 lbs. 28^c
576 F 4434—BORDER. Cutout 4 inches wide. Shipping weight per yard 1 oz. Price per yard 5½^c
576 F 881—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 28^c





PAG

PAGE 26 WARDS ADPOF

Currier and Ives

FINE REPRODUCTIONS OF AUTHENTIC EARLY AMERICAN PRINTS



Rare old Currier and Ives Prints create one of the most distinctive and unusual wallpaper designs ever made. Every one of these beautiful prints is a museum piece . . . treasures of the world of art. Wards artists have faithfully reproduced every subtle shade of coloring, every fine drawn line to bring you all the charm and authenticity of the originals. For your Early American living room, dining room or library there is nothing lovelier. You may obtain this same design executed in old rose and ivory colors as shown on Page 3. Room scene at left shows pattern.

576 F 962—SIDEWALL. (Like sample). Double Roll. Ship. wt. 2 lbs. **54c**

576 F 4962—BORDER. For Sidewall
576 F 962. Ship. wt. yd. 1 oz. Yard **6c**

576 F 162—SIDEWALL. (Old Rose, as shown on Page 3). Double Roll. Ship. wt. 2 lbs. **54c**

576 F 4162—BORDER. For Sidewall
576 F 162. Ship. wt. yard 1 oz. Yard **6c**

576 F 613—IVORY CEILING. Harmonizes with both sidewall patterns. Double Roll. Ship. wt. 2 lbs. 8 oz. **40c**

These patterns sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

27^c

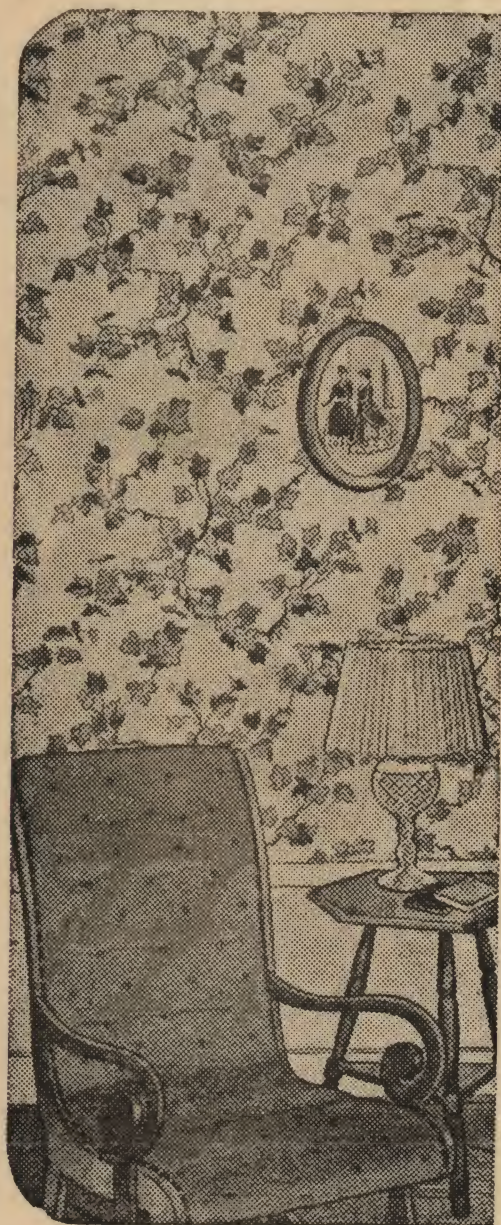
A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$4.46

- **BEST QUALITY**
- **FADEPROOF**
- **WASHABLE**
- **TRIM-EASY EDGES**

SEE FRONT OF THIS SHEET FOR PATTERN





Ivy climbs High

IN THE REALM OF STYLE FOR AN ULTRA SMART ROOM



There is a style appeal to these climbing Ivy vines that no fashion minded person can resist. The crisp green leaves are smart and decorative in the very best Early American manner. Just as correct, too, with other period styles and can be used in the living room, dining room or bedroom. Here is a pattern that has a charming allover effect, yet is so well spaced that it always seems light and airy. The lovely white background makes it always cool and refreshing looking. Printed on fine, heavy stock, this excellent pattern is both Washable and Fadeproof.

576 F 955—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds **40c**

576 F 4955—BORDER. 2 1/8 inches wide. Shipping weight per yard 1 ounce. Price per yard..... **6c**

576 F 612—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Ship. wt. 2 lbs. 8 oz. **40c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

20c

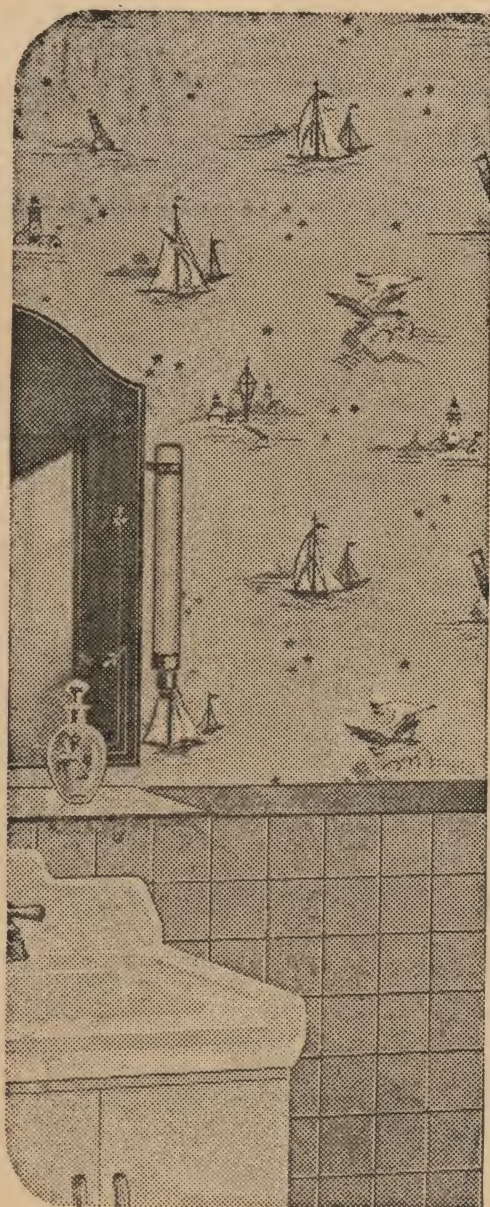
A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$3.76

- **BEST QUALITY**
- **FADEPROOF**
- **WASHABLE**
- **TRIM-EASY EDGES**

SEE FRONT OF THIS SHEET FOR PATTERN





Fresh as a Sea Breeze

AND A REMARKABLE VALUE FOR ANY HOME



Style goes down to the Sea . . . to Ships and Gulls and Lighthouses . . . for smart new walls of sparkling cleanliness and charm. The gay reds and blues are typically Early American, as is the design, and will harmonize perfectly with Maple furniture. The whole family will want this gay novelty paper. Father for his den . . . Mother for the kitchen or dinette . . . Bobby and Mary for their playroom. No wonder it is popular! The design is full of life and action and bright color. You would expect to pay at least 50c a roll for this fine Washable, Fadeproof quality.

576 F 928—SIDEWALL. Double Roll, 16 yards long, 18 inches wide Shipping weight 2 pounds **28c**

576 F 3928—BORDER. 4¼ inches wide. Shipping weight per yard 1 ounce. Price per yard. . . . **5½c**

576 F 881—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping wt. 2 pounds **28c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

14^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$2.84

- BETTER QUALITY
- FADEPROOF
- WASHABLE
- TRIM-EASY EDGES

SEE FRONT OF THIS SHEET FOR PATTERN



A formal Introduction

TO CORRECT EARLY AMERICAN STYLE

14^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$2.84

- BETTER QUALITY
- FADEPROOF
- WASHABLE
- TRIM-EASY EDGES



Fashion in a Formal Mood . . . for rooms of dignity and charm. This classically lovely Grecian design reflects the graciousness and stately tempo of a luxurious Colonial home, from the unusual Gray-green background shade to the artistic cornucopia design. Moreover, this is a very usable paper as it is in perfect harmony with almost any color scheme you may have. Just the thing for an inviting hallway, living room or dining room. The lattice background motif unifies the whole pattern. Only at Wards do you find paper of such quality for 14c a single roll.

576 F 932—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds **28^c**

576 F 4932—BORDER. 2¼ inches wide. Shipping weight per yard 1 ounce. Price per yard **5½^c**

576 F 881—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping wt. 2 pounds **28^c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR
PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.45
10 x 12 ft.	9 ft.	5	16	2	2.84
12 x 12 ft.	9 ft.	6	18	3	3.51
12 x 14 ft.	9 ft.	6	19	3	3.57
12 x 16 ft.	9 ft.	7	21	4	4.24
14 x 18 ft.	9 ft.	8	23	4	4.63

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.

For a Style-Minded Room

IN A CHOICE OF 5 LOVELY COLORS



Keynote of Style for 1939 . . . smart two-toned walls of delicate pastel shades. So popular, too, because they are so usable in any room in the house. The dainty little floral design on the faint plaid background has a charming Early American air and is exceptionally lovely with furnishings of that period. The rich looking border, with gold stripes and swag design adds the finishing touch to the whole room. If you prefer this pattern in another pastel shade, see Page 33. For a striking new effect, choose one of the tinted ceiling papers shown on Pages 51 and 85.

COST OF ENTIRE ROOM FOR PATTERN ON BACK OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.02
10 x 12 ft.	9 ft.	5	16	2	2.32
12 x 12 ft.	9 ft.	6	18	3	2.88
12 x 14 ft.	9 ft.	6	19	3	2.93
12 x 16 ft.	9 ft.	7	21	4	3.48
14 x 18 ft.	9 ft.	8	23	4	3.79

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.

576 F 918—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds **22c**

576 F 4918—BORDER. $2\frac{1}{8}$ inches wide. Shipping weight per yard 1 ounce. Price per yard **5c**

576 F 876—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping wt. 2 pounds **22c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

11^c

A SINGLE ROLL

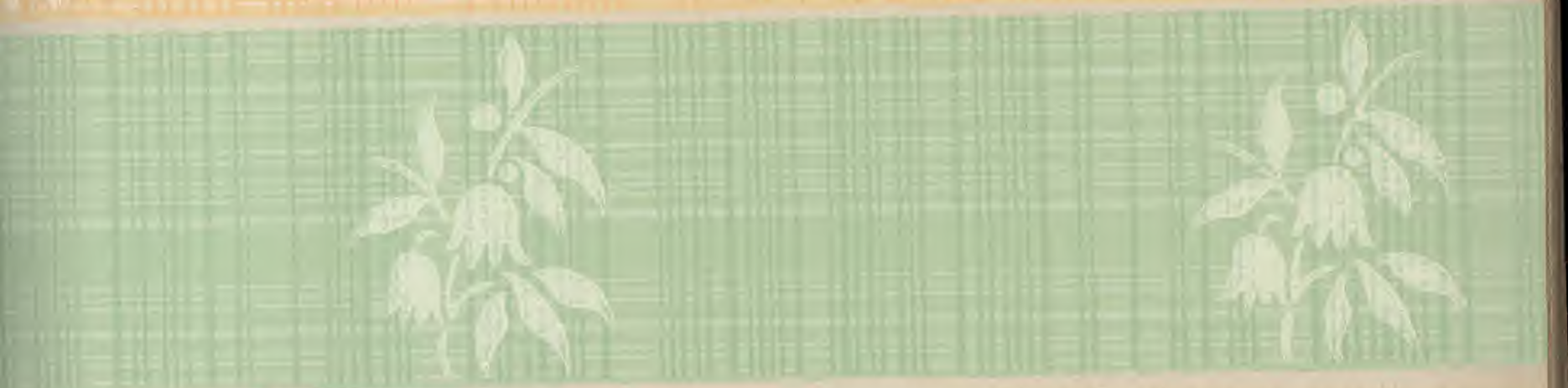
The cost of an average 10 x 12 ft. room is \$2.32

- GOOD QUALITY
- FADEPROOF
- TRIM-EASY EDGES
- MONTHLY PAYMENTS

SEE BACK OF THIS SHEET FOR PATTERN

ADPOF WARDS PAGE 32





4 COLORS ON FRONT OF SHEET ARE
Two-Toned Plaids

11^c

A SINGLE ROLL

Peach

TWO-TONED walls in this lovely Peach coloring are exceptionally lovely with Early American furnishings, but are also correct and very usable in other style rooms. This is the same design as yellow sample on Page 32, and the same border is used in shades to match each color on this page. These papers sold only in double rolls.

576 F 118—SIDEWALL. Double Roll, 16 yds. long, 18 in. wide. Ship. wt. 2 lbs. 22^c
 576 F 4118—BORDER. 2½ in. wide. Shipping weight per yard 1 oz. Price per yard. . . 5^c
 576 F 875—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Sh. wt. 2 lbs. 22^c

Green

THIS crisp and cool shade of Green is always popular and especially attractive in this smart two-toned design. It will harmonize with any style of room furnishing, and will always look fresh and clean. All colorings of this pattern are Fadeproof, and all have Wards Trim-Easy edges. For contrasting ceiling papers see Pages 51 and 85.

576 F 218—SIDEWALL. Double Roll, 16 yds. long, 18 in. wide. Ship. wt. 2 lbs. 22^c
 576 F 4218—BORDER. 2½ in. wide. Shipping weight per yard 1 oz. Price per yard. . . 5^c
 576 F 875—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Sh. wt. 2 lbs. 22^c

Grey

FRENCH GREY is a favorite of Interior Decorators for smart, new walls. Practical for any room, too, because it will harmonize with any color scheme. This pattern is an Outstanding Buy at 11c a roll . . . and a complete room repapering, including sidewall, border and ceiling only costs \$2.32. This is a Value no one can afford to miss!

576 F 518—SIDEWALL. Double Roll, 16 yds. long, 18 in. wide. Ship. wt. 2 lbs. 22^c
 576 F 4518—BORDER. 2½ in. wide. Shipping weight per yd. 1 oz. Price per yard. . . 5^c
 576 F 875—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Sh. wt. 2 lbs. 22^c

Orchid

ORCHID creates a cool, restful atmosphere in a bright, south exposure room, or it may be used in a north room to add warmth and light. This pattern is correctly styled for an authentic Early American bedroom, where it harmonizes beautifully with friendly Maple furniture. Easy to own. See Time Payment Terms shown on Page 88.

576 F 418—SIDEWALL. Double Roll, 16 yds. long, 18 in. wide. Ship. wt. 2 lbs. 22^c
 576 F 4418—BORDER. 2½ in. wide. Shipping weight per yd. 1 oz. Price per yard. . . 5^c
 576 F 875—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Ship. wt. 2 lbs. 22^c





PAGE 34 WARDS ADPOF

A day in June

LASTS FOREVER IN ROOMS WHERE ROSES BLOOM



Flowers bloom profusely on smart walls for 1939. And American Beauty Roses are fashion's favorite for a charming and authentic Early American bedroom. These gloriously colored flowers are as natural looking as the roses that grow in your own garden . . . and every bit as decorative. The delicacy of this design lends just the proper amount of detail without being too intricate and cumbersome. The border, too, is charmingly dainty and completes the sidewall effect. The lovely room scene shown at left illustrates how this pattern will look on your own walls.

576 F 917—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds **22c**

576 F 4917—BORDER. 2 $\frac{3}{8}$ inches wide. Shipping weight per yard 1 ounce. Price per yard **5c**

576 F 875—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping wt. 2 pounds **22c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

11^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$2.32

- GOOD QUALITY
- FADEPROOF
- TRIM-EASY EDGES
- MONTHLY PAYMENTS

SEE FRONT OF THIS SHEET FOR PATTERN

Hear Ye! choose Plaid

FOR AN AUTHENTIC COLONIAL ROOM



No showing of smart Period wallpapers would be complete without this lovely Early American plaid design. Inspired by the beautiful simplicity of a Colonial home, this pattern is in perfect accord with Maple furniture, and authentically styled Early American draperies and rugs, all of which are obtainable in Wards General Catalog. The whole design lends your room new dignity and charm, no matter what style of furnishings you now have, and it is especially effective in small rooms. If you prefer another shade of this same attractive pattern, see Page 36.

COST OF ENTIRE ROOM FOR PATTERN ON BACK OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$1.59
10 x 12 ft.	9 ft.	5	16	2	1.83
12 x 12 ft.	9 ft.	6	18	3	2.25
12 x 14 ft.	9 ft.	6	19	3	2.30
12 x 16 ft.	9 ft.	7	21	4	2.71
14 x 18 ft.	9 ft.	8	23	4	2.96

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.

576 F 903—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds **16c**

576 F 4903—BORDER. $2\frac{1}{8}$ inches wide. Shipping weight per yard 1 ounce. Price per yard. . . . **4 $\frac{1}{2}$ c**

576 F 601—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping wt. 2 pounds **16c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

8c

A SINGLE ROLL

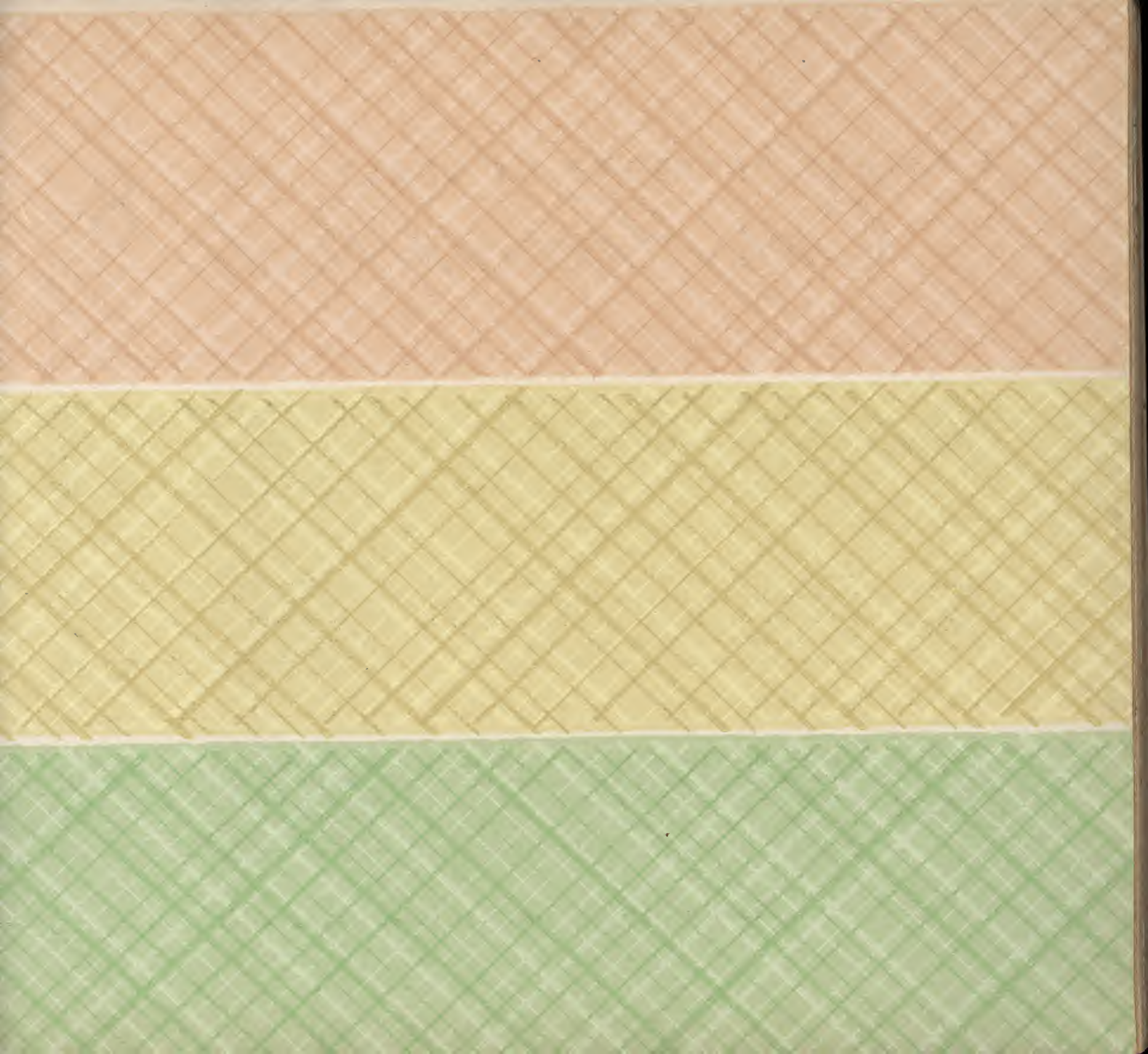
The cost of an average 10 x 12 ft. room is \$1.83

- **GOOD QUALITY**
- **FADEPROOF**
- **TRIM-EASY EDGES**
- **MONTHLY PAYMENTS**

SEE BACK OF THIS SHEET FOR PATTERN

ADPOF WARDS PAGE 35





3 COLORS ON FRONT OF SHEET ARE

Early American Plaids

8^c

A SINGLE ROLL

Peach

PEACH, in this smart plaid pattern, strikes a high decorative note in authentic Early American style. The lovely rich shade is excellent for dark, cold rooms where it lends warmth and cheer. For a room of perfect color harmony, choose one of the contrasting ceiling papers shown on Pages 51 and 85. These patterns are sold only in double rolls.

576 F 103—SIDEWALL. Double Roll, 16 yds. long, 18 in. wide. Ship. wt. 2 lbs.	16c
576 F 4103—BORDER. 2½ in. wide. Shipping weight per yard 1 oz. Yard.	4½c
576 F 600—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Ship. wt. 2 lbs.	16c

Tan

HERE is a pattern that is usable in any type of room, and is always in perfect harmony with any color scheme. The soft neutral tone is very practical, while the diagonal plaid design adds sufficient detail to make interesting walls. The artistic border, shown on Page 35, is colored to match the three patterns on the front of this sheet.

576 F 203—SIDEWALL. Double Roll, 16 yds. long, 18 in. wide. Ship. wt. 2 lbs.	16c
576 F 4203—BORDER. 2½ in. wide. Shipping weight per yard 1 oz. Yard.	4½c
576 F 601—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Ship. wt. 2 lbs.	16c

Green

CHOOSE this attractive green shade for rooms that are too bright. It will make them seem more cool and restful. A Sensational Value, too, as this and all other colors of this pattern are Fadeproof, a feature seldom found at less than 15c a single roll. For a charming living room, dining room, hall or bedroom at low cost, this beautiful paper is ideal

576 F 303—SIDEWALL. Double Roll, 16 yds. long, 18 in. wide. Ship. wt. 2 lbs.	16c
576 F 4303—BORDER. 2½ in. wide. Shipping weight per yard 1 oz. Yard.	4½c
576 F 600—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Ship. wt. 2 lbs.	16c



VICTORIAN ELEGANCE COMBINED WITH *Newest Style Embossing*

33^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$5.72

- BEST QUALITY
- FADEPROOF
- WASHABLE
- TRIM-EASY EDGES

INSPIRED by the Elegance of a Victorian drawing room, yet strikingly atune to the Modern Style Tempo! Luxuriant . . . rich-looking . . . always in good taste, this artistic design is the newest wallpaper development. Because it is printed and embossed at the same time, the lovely pastel colors are always perfectly reproduced. Any room in your home takes on new beauty with walls of this harmonious design. The smart matching border adds just the proper finishing touch. Decorating shops price papers of this quality and style at 60 cents a single roll. Sold only in 30-inch width, which trims when matched to 27 ½ inches. New Trim Easy edges.

576 F 968—SIDEWALL. Triple Roll, 15 yards long, 27 ½ inches wide. Shipping weight 3 lbs. 8 oz. . . . : **99c**

576 F 4968—BORDER. 2 ¾ inches wide. Shipping weight per yard 1 ounce. Price per yard. **6c**

576 F 613—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 8 oz. **40c**

This pattern is sold only in triple rolls, 15 yards long, 27 ½ inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR
PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Triple Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	3	14	2	\$4.61
10 x 12 ft.	9 ft.	4	16	2	5.72
12 x 12 ft.	9 ft.	4	18	3	6.24
12 x 14 ft.	9 ft.	4	19	3	6.30
12 x 16 ft.	9 ft.	5	21	4	7.81
14 x 18 ft.	9 ft.	6	23	4	8.92

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



2 REASONS WHY YOU SHOULD

Choose This Brocade

27^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$5.00

- BEST QUALITY
- FADEPROOF
- WASHABLE
- TRIM-EASY EDGES

576 F 967—SIDEWALL. Triple Roll.
15 yards long, 27 1/2 inches wide. Shipping weight 3 lbs. 8 oz. **81c**

576 F 4967—BORDER. 2 1/2 inches wide. Shipping weight per yard 1 ounce. Price per yard **6c**

576 F 613—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 8 oz. **40c**

This pattern sold only in triple rolls; 15 yards long, 27 1/2 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Triple Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	3	14	2	\$3.97
10 x 12 ft.	9 ft.	4	16	2	5.00
12 x 12 ft.	9 ft.	4	18	3	5.52
12 x 14 ft.	9 ft.	4	19	3	5.58
12 x 16 ft.	9 ft.	5	21	4	6.91
14 x 18 ft.	9 ft.	6	23	4	7.84

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



DECORATORS PREFER ROOMS WITH A *Personal Style Touch*

27^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$5.00

- BEST QUALITY
- FADEPROOF
- WASHABLE
- TRIM-EASY EDGES

576 F 965—SIDEWALL. Double Roll.
16 yards long, 18 inches wide. Shipping weight 2 lbs. 8 oz. **54c**

576 F 4965—BORDER. 2 inches wide. Shipping weight per yard 1 ounce. Price per yard. **6c**

576 F 612—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 8 oz. **40c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN

COST OF ENTIRE ROOM FOR
PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$3.97
10 x 12 ft.	9 ft.	5	16	2	5.00
12 x 12 ft.	9 ft.	6	18	3	5.52
12 x 14 ft.	9 ft.	6	19	3	5.58
12 x 16 ft.	9 ft.	7	21	4	6.91
14 x 18 ft.	9 ft.	8	23	4	7.84

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



THERE'S GAY LIVABILITY IN THIS *Popular Rough Plastic*

27^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$5.00

- BEST QUALITY
- FADEPROOF
- WASHABLE
- TRIM-EASY EDGES

ROOMS come up bright and full of life with this lovely "Miami Beach Home" plastic paper. Now you can have all the beauty of a natural stippled plaster wall at extremely small cost. You'll love this handsome paper for its clean, fresh effect; for its marvelous usability in your own scheme of interior decoration. The bright glazed finish reflects light into the darkest corners and perks up the whole room. Makes your walls stay clean longer, too! Almost any room in the house would be decorated effectively with this pattern. The charming matching border (not shown) gives the finishing touch of smartness. See Page 88 for Time Payment Terms.

576 F 961—SIDEWALL. Triple Roll. 15 yards long and 27 ½ inches wide. Shipping weight 3 lbs. 8 oz. **81c**

576 F 5961—BORDER. 3 inches wide. Shipping weight per yard 1 ounce. Price per yard **6c**

576 F 612—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 8 oz. **40c**

This pattern sold only in triple rolls, 15 yards long, 27 ½ inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Triple Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	3	14	2	\$3.97
10 x 12 ft.	9 ft.	4	16	2	5.00
12 x 12 ft.	9 ft.	4	18	3	5.52
12 x 14 ft.	9 ft.	4	19	3	5.58
12 x 16 ft.	9 ft.	5	21	4	6.91
14 x 18 ft.	9 ft.	6	23	4	7.84

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



GIVE ROOMS SPACIOUSNESS WITH THIS *Hand Engraved Scenic*

27^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$4.46

- BEST QUALITY
- FADEPROOF
- WASHABLE
- TRIM-EASY EDGES

ALL the splendor of a matchless Oil Painting! Because this pattern is engraved in oil colors it gives depth and a feeling of richness and luxury that is usually found only in papers selling much higher. See how beautifully the soft colors blend together to enhance the lovely French toile design. Notice also the fine quality embossing of this pattern; how it gives a smart textural appearance. You'll love the effect in any downstairs room, from the hallway to a cozy den or library. The charming matching border (not shown) completes the entire room effect of airy spaciousness in any interior decorative scheme. Trim-Easy edges make it simple to hang.

576 F 963—SIDEWALL. Double Roll. 16 yards long and 18 inches wide. Shipping weight 2 lbs. 8 oz. **54c**

576 F 4963—BORDER. 2¼ inches wide. Shipping weight per yard 1 ounce. Price per yard... **6c**

576 F 613—IVORY CEILING. Harmonizes with sidewall. Double Roll. Shipping weight 2 lbs. 8 oz. ... **40c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$3.80
10 x 12 ft.	9 ft.	5	16	2	4.46
12 x 12 ft.	9 ft.	6	18	3	5.52
12 x 14 ft.	9 ft.	6	19	3	5.68
12 x 16 ft.	9 ft.	7	21	4	6.64
14 x 18 ft.	9 ft.	8	23	4	7.30

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



RARE BROCADE DESIGN ACCENTED BY *Smart Texture Embossing*

22^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$3.96

- **BEST QUALITY**
- **FADEPROOF**
- **WASHABLE**
- **TRIM-EASY EDGES**

THIS paper has more than a beautiful appearance! It has a fine, heavy quality that gives an unmistakable air of richness and luxury to your rooms. The distinctive stitch embossing is very good this year and makes this pattern exceptionally lovely in any type of room . . . from a gracious formal living room to a bright, cheery bedroom. The delightful brocade effect of the design is new and very popular and harmonizes with any color scheme and any style of furniture. Don't forget the graceful matching border which adds so much to the entire room setting. And remember, this paper is Washable and Fadeproof with Trim-Easy edges.

576 F 957—SIDEWALL. Double Roll. 16 yards long and 18 inches wide. Shipping weight 2 pounds 8 ounces **44c**

576 F 4957—BORDER. 2 $\frac{3}{16}$ inches wide. Shipping weight per yard 1 ounce. Price per yard **6c**

576 F 613—IVORY CEILING. Harmonizes with sidewall. Double Roll. Shipping weight 2 lbs. 8 oz. **40c**

This pattern sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

**COST OF ENTIRE ROOM FOR
PATTERN ON FRONT OF SHEET**

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$3.40
10 x 12 ft.	9 ft.	5	16	2	3.96
12 x 12 ft.	9 ft.	6	18	3	4.83
12 x 14 ft.	9 ft.	6	19	3	4.98
12 x 16 ft.	9 ft.	7	21	4	5.94
14 x 18 ft.	9 ft.	8	23	4	6.50

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



A FINE REPRODUCTION OF REAL PLASTER

Choice of 2 Widths

It's almost impossible to tell that your walls aren't *real plaster* after you have hung this lovely paper. The whole effect is so natural . . . like a master plasterer would create! For your convenience, Wards offer this pattern in a choice of 2 widths, 18 or 30 inches. Many paperhangers prefer the 30-inch width (trims to 27½ inches) as it hangs faster and shows fewer seams. Many persons find the 18-in. width easier to handle, and it cuts to better advantage for small rooms. There is the same amount of wallpaper in a roll of either width. Fadeproof and Washable! Pattern is shown on front of sheet. See room size chart, Page 88.

This Paper Furnished in a Choice of 2 Widths

20^c

A SINGLE ROLL
18-INCH WIDTH

18-Inch Width

576 F 150—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds 8 ounces. **40c**

576 F 4950—BORDER. 1¾ inches wide. Shipping weight per yard 1 ounce. Price per yard. **6c**

576 F 612—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds 8 ounces. **40c**

30-Inch Width

576 F 950—SIDEWALL. Triple Roll, 15 yards long, 27½ inches wide. Shipping weight 3 pounds 8 ounces. **60c**

576 F 4950—BORDER. 1¾ inches wide. Shipping weight per yard 1 ounce. Price per yard. **6c**

576 F 612—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds 8 ounces. **40c**

20^c

A SINGLE ROLL
30-INCH WIDTH

This pattern is obtainable in both Double and Triple Rolls. Double Rolls are 16 yards long, 18 inches wide. Triple Rolls are 15 yards long, 30 inches wide. Single roll prices are quoted so you may compare Wards wallpaper prices with others.



ALWAYS POPULAR . . . ALWAYS IN STYLE

Plastic Walls are Smart

20^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$3.76

- BEST QUALITY
- FADEPROOF
- WASHABLE
- TRIM-EASY EDGES

HERE is all the artistic charm of natural plaster walls . . . at a mere fraction of their cost! Plastic wallpaper is always popular, and lends itself well to any room in the house. This lovely pattern is particularly attractive because of its warm, rich coloring and handsome rough design. There's nothing better for rooms with cracked or irregular walls, as this paper magically conceals these defects. The lovely neutral coloring permits the use of any type of decoration with perfect harmony. Add the final luxuriant note to your rooms with the splendid matching border. For a charming effect, use one of the new tinted ceiling papers on Page 51.

576 F 952—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds 8 oz. **40c**

576 F 4952—BORDER. 2½ inches wide. Shipping weight per yard 1 ounce. Price per yard. **6c**

576 F 613—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 8 oz. **40c**

This pattern sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$3.24
10 x 12 ft.	9 ft.	5	16	2	3.76
12 x 12 ft.	9 ft.	6	18	3	4.63
12 x 14 ft.	9 ft.	6	19	3	4.74
12 x 16 ft.	9 ft.	7	21	4	5.66
14 x 18 ft.	9 ft.	8	23	4	6.17

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



CREATED FOR THE WOMAN WHO DESIRES *Rooms of Distinction*

20^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$3.76

- BEST QUALITY
- FADEPROOF
- WASHABLE
- TRIM-EASY EDGES

PREFACE to Fine Living . . . walls that are tastefully decorated. And they will be in perfect taste with this artistic pattern. Executed in soft tones of tan, orange and blue, the whole effect is one of refinement and rare delicacy. The graceful swirl of the design subtly accents the beauty of your furnishings and adds a delightful air of complete color harmony. This pattern is ideal for an inviting hallway, living room, dining room or library. The extremely low price for this best quality paper makes it outstandingly practical, too. Printed on fine heavy paper stock that will give years of more than satisfactory service. Both Washable and Fadeproof.

576 F 954—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds. **40c**

576 F 4954—BORDER. 2 ¼ inches wide. Shipping weight per yard 1 ounce. Price per yard. **6c**

576 F 612—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Ship. weight 2 pounds 8 oz. **40c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

**COST OF ENTIRE ROOM FOR
PATTERN ON FRONT OF SHEET**

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$3.24
10 x 12 ft.	9 ft.	5	16	2	3.76
12 x 12 ft.	9 ft.	6	18	3	4.68
12 x 14 ft.	9 ft.	6	19	3	4.74
12 x 16 ft.	9 ft.	7	21	4	5.66
14 x 18 ft.	9 ft.	8	23	4	6.17

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



USE THIS PLASTIC IN ANY ROOM

Save on Either Quality

WHEREVER smart wallpapers are sold, plastic papers are universal favorites! Any room takes on new richness and distinction with this lovely warm tan pattern. For your convenience, Wards offer it in a Choice of 2 Qualities . . . Best Quality (shown) which is Washable and Fadeproof . . . and Economy Quality, which is *not Washable* and *not Fadeproof*. Economy Quality is an unusual value for those who want the Greatest Possible Savings *right now*. However, over a period of years, Wards Best Quality gives maximum value as it will retain its new appearance, and is easier to keep clean. See tinted ceilings on Page 51.

This Paper Furnished in a Choice of 2 Qualities

Best Quality

FADEPROOF AND WASHABLE

576 F 951—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds 8 ounces. 40c

576 F 4951—BORDER. 2¾ inches wide. Shipping weight per yard 1 ounce. Price per yard. 6c

576 F 613—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds 8 ounces. 40c

Economy Quality

NOT FADEPROOF—NOT WASHABLE

576 F 151—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds 8 ounces. 26c

576 F 4151—BORDER. 2¾ inches wide. Shipping weight per yard 1 ounce. Price per yard. 5½c

576 F 876—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds. 22c

20c

SINGLE ROLL
BEST QUALITY

13c

SINGLE ROLL
ECONOMY QUALITY

This pattern is sold only in Double Rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.



THERE'S ⁷ ¹ TRADITIONAL CHARM IN THIS *Modern Embossed Scenic*

17^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$3.34

- BEST QUALITY
- FADEPROOF
- WASHABLE
- TRIM-EASY EDGES

THE stately majesty of 18th century tapestry now blends with the intimate charm of modern color harmony! Here's all you could wish for in a beautiful scenic paper for downstairs rooms. Notice the shining background, how it accents the smart textural embossing. This paper imparts a feeling of airy spaciousness to any room and the graceful beauty of design adds a note of luxury that is particularly appealing. Decorating shops ask as high as \$1.00 a roll for papers of this high quality! It's very easy to buy at Wards, too, simply use your credit. You can combine everything you need into one order. See Time Payment Terms on Page 88.

576 F 940—SIDEWALL. Double Roll.
16 yards long, 18 inches wide. Shipping weight 2 pounds 8 ounces **34c**

576 F 4940—BORDER. 2 1/4 inches wide. Shipping weight per yard 1 ounce. Price per yard..... **6c**

576 F 610—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 8 oz. **34c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.88
10 x 12 ft.	9 ft.	5	16	2	3.34
12 x 12 ft.	9 ft.	6	18	3	4.14
12 x 14 ft.	9 ft.	6	19	3	4.20
12 x 16 ft.	9 ft.	7	21	4	5.00
14 x 18 ft.	9 ft.	8	23	4	5.46

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



PRACTICAL — MODERN — LIVABLE

Authentic Damask Design

17^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$3.34

- BEST QUALITY
- FADEPROOF
- WASHABLE
- TRIM-EASY EDGES

"ATTIRED for Special Occasions" . . . perfect for everyday living! That's the effect your rooms will give with this lovely two-toned paper. It is always in excellent taste and looks well in the living room, dining room, library or den. The beautiful pattern was inspired by a treasured old Damask design, and it gives an expression of authentic old world charm that is particularly enchanting in a modern setting. You won't find a more practical paper than this, either, as the soft, neutral tones blend with almost any color scheme you may have. Both Washable and Fadeproof for longtime serviceability. Use your credit! See Page 88 for Time Payment Plan.

576 F 937—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 pounds 8 ounces **34c**

576 F 4937—BORDER. 2 ¼ inches wide. Shipping weight per yard 1 ounce. Price per yard **6c**

576 F 611—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 8 oz. **34c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.88
10 x 12 ft.	9 ft.	5	16	2	3.34
12 x 12 ft.	9 ft.	6	18	3	4.14
12 x 14 ft.	9 ft.	6	19	3	4.20
12 x 16 ft.	9 ft.	7	21	4	5.00
14 x 18 ft.	9 ft.	8	23	4	5.46

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



**T A T
RICH LOOKING . . . PRACTICAL . . . USABLE**

Warm Tan and Gold

17^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$4.46

- **BEST QUALITY**
- **FADEPROOF**
- **WASHABLE**
- **TRIM-EASY EDGES**

WARDS Designers are constantly searching for patterns that are "just right" for every type of home! And we think you'll agree that this lovely paper, in tones of brown and gold, is most attractive for a cozy, friendly living room, a gracious dining room or an inviting hallway. Feel the fine quality embossing that gives this pattern an air of richness and luxury ordinarily found only in papers costing many times more. Wards economical system of manufacture and distribution make values like this possible. Use the artistic harmonizing border to add just the correct decorative touch to your whole room setting. Printed on fine heavy quality paper stock.

576 F 939—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds 8 oz. **34^c**

576 F 4939—BORDER. 2 ½ inches wide. Shipping weight per yard 1 ounce. Price per yard **6^c**

576 F 611—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 8 oz. **34^c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll prices are quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$3.80
10 x 12 ft.	9 ft.	5	16	2	4.46
12 x 12 ft.	9 ft.	6	18	3	5.52
12 x 14 ft.	9 ft.	6	19	3	5.58
12 x 16 ft.	9 ft.	7	21	4	6.64
14 x 18 ft.	9 ft.	8	23	4	7.30

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



THIS LOVELY NEW FOLIAGE DESIGN IS *Suitable for Any Room*

17^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$3.34

- BEST QUALITY
- FADEPROOF
- WASHABLE
- TRIM-EASY EDGES

THE Language of smart, new rooms . . . soft pastel colors and a shadow foliage design! Living room, dining room, library or hall, this beautiful paper gives each room a certain "lift" and style distinction. There's a quiet feeling of richness and luxury to this handsome pattern, and it's in perfect accord with any type of furniture . . . maple, walnut or mahogany. Brings out the full charm of your draperies and rugs, too, whether they are plain or figured. The graceful matching border completes the decorative effect. Wards Easy-Trim edges now make it extremely simple for anyone to hang their own paper. See Page 85 for lovely tinted ceilings.

576 F 941—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds 8 oz. **34c**

576 F 4941—BORDER. 2 $\frac{3}{8}$ inches wide. Shipping weight per yard 1 ounce. Price per yard. . . . **6c**

576 F 611—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 8 oz. **34c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR
PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.88
10 x 12 ft.	9 ft.	5	16	2	3.34
12 x 12 ft.	9 ft.	6	18	3	4.14
12 x 14 ft.	9 ft.	6	19	3	4.20
12 x 16 ft.	9 ft.	7	21	4	5.00
14 x 18 ft.	9 ft.	8	23	4	5.46

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



4 COLORS ON FRONT OF SHEET ARE FOR

Sidewall or Ceiling

17^c
A SINGLE ROLL

Peach

Now . . . beautifully embossed plain color wallpaper that can be used for either sidewall or ceiling. Printed on fine, heavy quality paper stock in the season's smartest pastel tones. The lovely Peach shade is exceptionally nice in dark rooms, or for the ceiling where sidewalls are green, blue or tan. These patterns are sold only in double rolls.

PEACH SIDEWALL OR CEILING

576 F 938—Double Roll, 16 yards long, 18 inches wide. Pattern shown on front of this sheet. Shipping weight 2 lbs. 8 oz.

34^c

Green

Use this attractive Green embossed paper for rooms where a cool, restful effect is desired. It also harmonizes beautifully as a ceiling paper for sidewalls of plastic types, and gives a delightful color contrast to peach, rose, yellow or tan. The fine quality, and heavy embossing adds a luxuriant note that is almost unbelievable at Wards low price.

GREEN SIDEWALL OR CEILING

576 F 138—Double Roll, 16 yards long, 18 inches wide. Pattern shown on front of this sheet. Shipping weight 2 lbs. 8 oz.

34^c

White

OYSTER WHITE walls and ceilings are in perfect taste for 1939. Nothing lovelier for the room that needs every possible ray of light brought in. As a ceiling paper, this pattern is in harmony with almost any color of sidewall, and the interesting plaster-style embossing adds detail that is very smart and new. The cost is so little that anyone can afford it.

WHITE SIDEWALL OR CEILING

576 F 238—Double Roll, 16 yards long, 18 inches wide. Pattern shown on front of this sheet. Shipping weight 2 lbs. 8 oz.

34^c

Blue

If your sidewalls or ceilings are cracked or irregular, there is nothing more magically concealing than this heavily embossed new paper. It lends a spacious air to your rooms, too, and when used as a ceiling paper with sidewalls of contrasting colors every room is up-to-the-minute in style. Decorating shops ask 3 times as much for papers of this quality

BLUE SIDEWALL OR CEILING

576 F 338—Double Roll, 16 yards long, 18 inches wide. Pattern shown on front of this sheet. Shipping weight 2 lbs. 8 oz.

34^c



UNUSUAL DIAMOND CUT EMBOSSING

Reflects Maximum Light

17^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$3.34

- **BEST QUALITY**
- **FADEPROOF**
- **WASHABLE**
- **TRIM-EASY EDGES**

BEDROOMS can be different. This lovely pattern transforms any room into one of subtle beauty and charm. It is the diamond cut embossed background that creates the effect. Every ray of light is caught and reflected again and again . . . giving your rooms a new feeling of airiness and light that is almost unbelievable. Reflects, too, the glorious tints of rose, blue, yellow and green in the dainty flower design. A splendid pattern for dark north exposure bedrooms where it brightens up every corner. Feel the firm, heavy quality of this paper, and you will understand what a remarkable value it is at only 17c a single roll. It is both Washable and Fadeproof.

576 F 942—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds 8 oz. **34c**

576 F 4942—BORDER. 2 ¼ inches wide. Shipping weight per yard 1 ounce. Price per yard. **6c**

576 F 611—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 8 oz. **34c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.88
10 x 12 ft.	9 ft.	5	16	2	3.34
12 x 12 ft.	9 ft.	6	18	3	4.14
12 x 14 ft.	9 ft.	6	19	3	4.20
12 x 16 ft.	9 ft.	7	21	4	5.00
14 x 18 ft.	9 ft.	8	23	4	5.46

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



SAVINGS FOR YOUR BUDGET AND *A Blue Room for Style*

17^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$3.34

- BEST QUALITY
- FADEPROOF
- WASHABLE
- TRIM-EASY EDGES

"SOMETHING New and Something Blue" . . . says the smart young room of 1939. "And a Thrifty Value, too!" says Mrs. Homemaker. And Wards have it. In one of the perkier, most appealing papers we've seen in many a decorating season. The artistic little triple feather design in white emphasizes the heavenly blue of the background, while the dainty little border adds just the proper top note of clever decoration. Unexcelled for a beautiful bedroom, this pattern is equally correct for a dining room, hallway or a gay sunporch. Its fine Washable, Fadeproof quality and Wards Easy-Trim edges make it a remarkable value. See Page 88 for Time Payment terms.

576 F 944—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds **34c**

576 F 4944—BORDER. 2 1/4 inches wide. Shipping weight per yard 1 ounce. Price per yard **6c**

576 F 883—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds **34c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

**COST OF ENTIRE ROOM FOR
PATTERN ON FRONT OF SHEET**

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.88
10 x 12 ft.	9 ft.	5	16	2	3.34
12 x 12 ft.	9 ft.	6	18	3	4.14
12 x 14 ft.	9 ft.	6	19	3	4.20
12 x 16 ft.	9 ft.	7	21	4	5.00
14 x 18 ft.	9 ft.	8	23	4	5.46

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



FOR A NEW STYLE TREND IN BEDROOMS

Decorators Choose Pink

17^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$3.34

- BEST QUALITY
- FADEPROOF
- WASHABLE
- TRIM-EASY EDGES

BEDROOMS go "Up" in Style for 1939. And Wards bring you the newest and smartest decorating trends at the lowest possible prices. This exquisitely dainty pattern is one of the loveliest of them all with its delicate shell pink background and graceful clusters of blooming flowers. Picture the radiant effect of this charming design in a young girl's room, or an attractive guest bedroom! It's an Outstanding Value at only 17c a single roll, and you will appreciate its sparkling, fresh beauty for many seasons to come. It's Washable and Fadeproof, features that assure you the utmost in wallpaper serviceability. Trim-Easy edges make it easy to hang.

576 F 947—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds 34c

576 F 4947—BORDER. 2 1/4 inches wide. Shipping weight per yard 1 ounce. Price per yard 6c

576 F 883—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds . . 34c

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.88
10 x 12 ft.	9 ft.	5	16	2	3.34
12 x 12 ft.	9 ft.	6	18	3	4.14
12 x 14 ft.	9 ft.	6	19	3	4.20
12 x 16 ft.	9 ft.	7	21	4	5.00
14 x 18 ft.	9 ft.	8	23	4	5.46

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



GET IN THE SWING OF STYLE WITH *Smart Walls of Mauve*

17^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$3.34

- BEST QUALITY
- FADEPROOF
- WASHABLE
- TRIM-EASY EDGES

SECRET of a Successful Room . . . wallpaper that is smart and different! And this striking pattern is all of that, from the unique background color of delicate mauve, to the lovely graceful sprays of flowers. This glorious new color has won the acclaim of interior decorators throughout the country because it is so usable, so warm and friendly. This is undoubtedly one of the high style patterns of the whole year! Moreover, while it is perfect for an artistic bedroom, this paper is equally attractive for a hallway, dining room or sunroom. It harmonizes with any style of furniture. Use the gay floral border to complete the room ensemble effect.

576 F 945—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds. **34c**

576 F 4945—BORDER. 2 ¼ inches wide. Shipping weight per yard 1 ounce. Price per yard. **6c**

576 F 883—WHITE CEILING. Harmonizes with the sidewall. Double roll. Shipping weight 2 pounds. **34c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.88
10 x 12 ft.	9 ft.	5	16	2	3.34
12 x 12 ft.	9 ft.	6	18	3	4.14
12 x 14 ft.	9 ft.	6	19	3	4.20
12 x 16 ft.	9 ft.	7	21	4	5.00
14 x 18 ft.	9 ft.	8	23	4	5.46

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



G

'1.50 IS THE IMPORT PRICE FOR THIS

French Chintz Paper

17^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$3.34

T

- BEST QUALITY
- FADEPROOF
- WASHABLE
- TRIM-EASY EDGES

CHINTZ . . . says Dame Fashion! And Wards comply with one of the gayest liest chintz designs ever created. The gloriously bright colors makew sparkle with zest and life. Authentically correct, in the very best 18th (he tion, this lovely paper gives your rooms a sense of swankiness and smof wouldn't believe possible. Moreover, it's faithfully reproduced from an exp imported French Chintz design, and it looks every penny of the \$1.50 per roll you would have to pay in the country's leading importing shops for the original. The artistic floral design is beautifully accented by the smart matching border.

576 F 946—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 pounds 8 ounces **34c**

576 F 5946—BORDER. 2 1/4 inches wide. Shipping weight per yard 1 ounce. Price per yard **6c**

576 F 610—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 lbs. 8 oz. **34c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.88
10 x 12 ft.	9 ft.	5	16	2	3.34
12 x 12 ft.	9 ft.	6	18	3	4.14
12 x 14 ft.	9 ft.	6	19	3	4.20
12 x 16 ft.	9 ft.	7	21	4	5.00
14 x 18 ft.	9 ft.	8	23	4	5.46

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



SOFT BEIGE IS CORRECT FOR EITHER *Upstairs or Downstairs*

14^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$2.84

- BETTER QUALITY
- FADEPROOF
- WASHABLE
- TRIM-EASY EDGES

EVERYONE will admire your walls when they are decorated with this charming new pattern. And you will marvel at the new, rich beauty it imparts to your whole room. Your furniture will appear lovelier against a background of this delicate creamy beige, accented with graceful sprays of flowers. The soft shading of green, peach and brown lend just the proper color highlights to the paper, and could be duplicated in curtains or rugs for a most attractive room ensemble. The gay matching border carries out the motif of the paper perfectly. An outstanding value at 14c for such beautiful paper. If you prefer a tinted ceiling, see Pages 51 and 85.

576 F 933—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds..... **28c**

576 F 4933—BORDER. 2 1/4 inches wide. Shipping weight per yard 1 ounce. Price per yard..... **5 1/2c**

576 F 881—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds.. **28c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

**COST OF ENTIRE ROOM FOR
PATTERN ON FRONT OF SHEET**

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.45
10 x 12 ft.	9 ft.	5	16	2	2.84
12 x 12 ft.	9 ft.	6	18	3	3.51
12 x 14 ft.	9 ft.	6	19	3	3.57
12 x 16 ft.	9 ft.	7	21	4	4.24
14 x 18 ft.	9 ft.	8	23	4	4.63

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



IN NORTH ROOMS OR SOUTH ROOMS . . .

Orchid Works Wonders

14^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$2.84

- BETTER QUALITY
- FADEPROOF
- WASHABLE
- TRIM-EASY EDGES

ORCHID is a Miracle Worker! In dark, cold north rooms it adds warmth and sunny color . . . in too-bright south exposure rooms it tones down the glare and gives a feeling of cool restfulness. What could be more suited to every bedroom requirement? You'll long enjoy the clean freshness of this design, too, with its dainty sprays of spring flowers gracefully spaced in the background. The harmonizing little flower garland border is a perfect mate for this pattern and might well be used around window and door opening as well as at the ceiling level. Then for a completely charming effect, order an extra roll or two of the pattern to cover closet boxes.

576 F 930—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds. 28^c

576 F 4930—BORDER. 2½ inches wide. Shipping weight per yard 1 ounce. Price per yard. 5½^c

576 F 881—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds. 28^c

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR
PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.45
10 x 12 ft.	9 ft.	5	16	2	2.84
12 x 12 ft.	9 ft.	6	18	3	3.51
12 x 14 ft.	9 ft.	6	19	3	3.57
12 x 16 ft.	9 ft.	7	21	4	4.24
14 x 18 ft.	9 ft.	8	23	4	4.63

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



FOR YOUR VERY LOVELIEST BEDROOM . . .

Pick Apple Blossoms

14^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$2.84

• BETTER QUALITY

• FADEPROOF

• WASHABLE

• TRIM-EASY EDGES

YOUR Dream Home comes True with this exquisitely lovely paper on your walls! It is fragilely flowered in softest pink . . . subtly accented by the glorious new background shade of Sea-Blue. Patterns of such artistic perfection are usually found only in Model Homes, and then are many times more expensive than Wards low price of 14c a single roll. This paper is exceptionally lovely for bedrooms, where it blends with dainty curtains and bedspreads. But it could also be used in a hall, sunroom or dinette where it adds a wealth of color. Whatever your style of interior decoration . . . Colonial, Modern or Period . . . this pattern adds new beauty.

576 F 931—SIDEWALL. Double Roll. 16 yards long, 18 inches wide. Shipping weight 2 pounds 28c

576 F 4931—BORDER. 2 ½ inches wide. Shipping weight per yard 1 ounce. Price per yard 5½c

576 F 881—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds 28c

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.45
10 x 12 ft.	9 ft.	5	16	2	2.84
12 x 12 ft.	9 ft.	6	18	3	3.51
12 x 14 ft.	9 ft.	6	19	3	3.57
12 x 16 ft.	9 ft.	7	21	4	4.24
14 x 18 ft.	9 ft.	8	23	4	4.63

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



WHATEVER COLOR SCHEME YOU HAVE . . .

Beige Will Harmonize

14^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$2.84

- BETTER QUALITY
- FADEPROOF
- WASHABLE
- TRIM-EASY EDGES

BEIGE is a delightful Beauty Treatment for any wall. And this harmonious design carries out the floral motif with rare delicacy and charm. Especially suitable for downstairs rooms, it may also be used to excellent advantage in lovely bedrooms. The smart two-toned effect, so good this year, is accented by dainty touches of pastel peach. The border, too, enhances the beauty of your whole room, and gives a professional decorator touch. Another feature you'll like . . . the light beige background harmonizes perfectly with your present color scheme, from gay yellows and reds to deep blues and green. Both Fadeproof and Washable for greater serviceability.

576 F 935—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds . . . : **28c**

576 F 4935—BORDER. 2 3/8 inches wide. Shipping weight per yard 1 ounce. Price per yard . . . : **5 1/2c**

576 F 882—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds . . **28c**

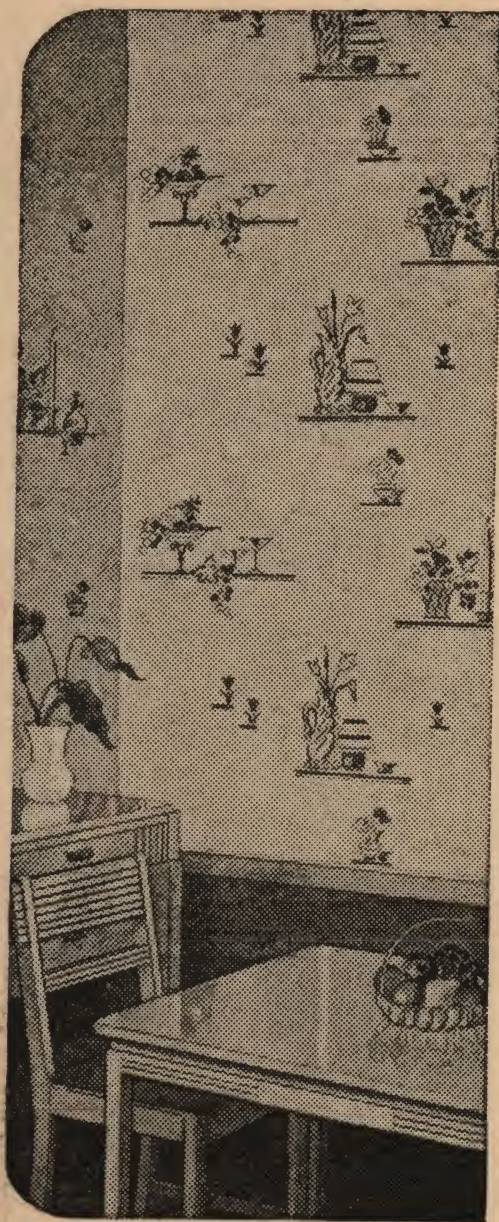
This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

**COST OF ENTIRE ROOM FOR
PATTERN ON FRONT OF SHEET**

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.45
10 x 12 ft.	9 ft.	5	16	2	2.84
12 x 12 ft.	9 ft.	6	18	3	3.51
12 x 14 ft.	9 ft.	6	19	3	3.57
12 x 16 ft.	9 ft.	7	21	4	4.24
14 x 18 ft.	9 ft.	8	23	4	4.63

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.





Red and White

CREATE A STYLE RECIPE
FOR A GAY, NEW KITCHEN

"SUGAR AND SPICE" are necessary and nice . . . but it's *Bright Red Fruit* that smart new kitchens are made of! Fruit that decorates your walls in the gayest mood imaginable! Then to add a dazzling note, there is silver and gold brushed in, and the allover effect is completely enchanting. Dinettes and playrooms, too, appreciate this quick, new way to striking beauty. The perky little matching border emphasizes the wall motif. Feel the quality in this paper, printed on extra heavy stock. Wards make it very easy for you to own this smart novelty pattern. See Page 88 for Time Payment Terms. The charming effect for a complete room is shown in the adjacent picture.

576 F 926—SIDEWALL. Double Roll.
16 yards long, 18 inches wide. Shipping weight 2 pounds. 28c

576 F 4926—BORDER. 2 inches wide. Shipping weight per yard 1 ounce. Price per yard. 5½c

576 F 881—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds. . . 28c

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

14^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$2.84

- BETTER QUALITY
- FADEPROOF
- WASHABLE
- TRIM-EASY EDGES

SEE FRONT OF THIS SHEET FOR PATTERN



MORE POPULAR THAN EVER, PLAID WALLS

Give Rooms Distinction

14^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$2.84

• BETTER QUALITY

• FADEPROOF

• WASHABLE

• TRIM-EASY EDGES

PLAIDS are always in style! Especially when the pattern is as warm and rich looking as this. The soft wood tones are subtly accented by light touches of yellow, green and blue, giving a lovely allover effect. You won't find a more practical and usable pattern than this, for it harmonizes with any style of room furnishing and any color scheme. Moreover, it gives small rooms a feeling of spaciousness . . . and large rooms become more unified and cozy. Also nice when carried through the hall, living room and dining room. The striking metallic border adds a luxuriant note and is most effective when used around door and window openings as well as at the ceiling.

576 F 925—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds. 28^c

576 F 4925—BORDER. 2 1/4 inches wide. Shipping weight per yard 1 ounce. Price per yard. 5 1/2^c

576 F 882—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds. 28^c

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.45
10 x 12 ft.	9 ft.	5	16	2	2.84
12 x 12 ft.	9 ft.	6	18	3	3.51
12 x 14 ft.	9 ft.	6	19	3	3.57
12 x 16 ft.	9 ft.	7	21	4	4.24
14 x 18 ft.	9 ft.	8	23	4	4.63

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



A STYLE THAT'S SMARTLY DIFFERENT

New Needlepoint Design

14^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$2.84

- BETTER QUALITY
- FADEPROOF
- WASHABLE
- TRIM-EASY EDGES

NEEDLEPOINT has been treasured for its decorative charm for generations, but it has always been executed on fabric. Now Wards offer you the same charming technique in wallpaper. This beautiful pattern was faithfully reproduced from an old French needlepoint piece, to bring you new loveliness for your living room, dining room or hall. Wherever it is used it will add a unique note of interesting detail. The soft blending colors make it usable with practically any color scheme. The neat matching border lends trimness and style to the whole room. Moreover this pattern is both Fadeproof and Washable . . . an Outstanding Value at only 14 cents!

576 F 936—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds 28c

576 F 4936—BORDER. 2 1/4 inches wide. Shipping weight per yard 1 ounce. Price per yard 5 1/2c

576 F 882—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds 28c

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.45
10 x 12 ft.	9 ft.	5	16	2	2.84
12 x 12 ft.	9 ft.	6	18	3	3.51
12 x 14 ft.	9 ft.	6	19	3	3.57
12 x 16 ft.	9 ft.	7	21	4	4.24
14 x 18 ft.	9 ft.	8	23	4	4.63

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



GIVE YOUR ROOMS NEW YOUTH WITH

A Unique Onyx Design

11^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$2.32

- GOOD QUALITY
- FADEPROOF
- TRIM-EASY EDGES
- MONTHLY PAYMENTS

HERE is all the artistic charm of real onyx, beautifully reproduced for your kitchen or bathroom walls. Notice how the lovely veined effect is faithfully carried out in subtle pastel colors. With harmonizing tones in your curtains, the entire room will acquire new youth and freshness. More interesting than a conventional tile pattern, this paper gives an illusion of spaciousness that is particularly desirable in a small bathroom, especially when it is used as the ceiling paper, too. The gayly colored checked border adds just the right note of brightness and is very attractive when used around the middle of the room to create a dado effect.

576 F 922—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds..... **22c**

576 F 5922—BORDER. 1 7/8 inches wide. Shipping weight per yard 1 ounce. Price per yard..... **5c**

576 F 876—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds.. **22c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.02
10 x 12 ft.	9 ft.	5	16	2	2.32
12 x 12 ft.	9 ft.	6	18	3	2.88
12 x 14 ft.	9 ft.	6	19	3	2.93
12 x 16 ft.	9 ft.	7	21	4	3.48
14 x 18 ft.	9 ft.	8	23	4	3.79

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



1939 BEDROOM STYLES TURN TO

Soft Pastel Shades

11^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$2.32

- GOOD QUALITY
- FADEPROOF
- TRIM-EASY EDGES
- MONTHLY PAYMENTS

576 F 919—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds..... 22^c

576 F 4919—BORDER. 2 1/4 inches wide. Shipping weight per yard 1 ounce. Price per yard..... 5^c

576 F 876—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds.. 22^c

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.02
10 x 12 ft.	9 ft.	5	16	2	2.32
12 x 12 ft.	9 ft.	6	18	3	2.88
12 x 14 ft.	9 ft.	6	19	3	2.93
12 x 16 ft.	9 ft.	7	21	4	3.48
14 x 18 ft.	9 ft.	8	23	4	3.79

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



CHOOSE GREEN FOR ROOMS THAT NEED

A Cool, Restful Effect

11^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$2.32

- GOOD QUALITY
- FADEPROOF
- TRIM-EASY EDGES
- MONTHLY PAYMENTS

If Walls could Talk, they'd sing loud praises for this dainty bedroom paper. It's in such high favor for 3 good reasons . . . an extraordinarily low price . . . exquisitely dainty floral spray design . . . and a glorious new background shade of Misty Green. Wallpaper of such bright, fresh beauty is a real investment at only 11c a single roll, and a Value you can't afford to miss. The whole pattern is charmingly graceful. It's just the thing for an artistic bedroom, where an effect of light airiness is essential. Nice, too, for a hallway, a dinette or a sewing room. If you prefer a tinted ceiling, select one of the shades shown on Pages 51 or 85 for color contrast.

576 F 920—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds 22^c

576 F 4920—BORDER. 2 1/4 inches wide. Shipping weight per yard 1 ounce. Price per yard 5^c

576 F 875—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds 22^c

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.02
10 x 12 ft.	9 ft.	5	16	2	2.32
12 x 12 ft.	9 ft.	6	18	3	2.88
12 x 14 ft.	9 ft.	6	19	3	2.93
12 x 16 ft.	9 ft.	7	21	4	3.48
14 x 18 ft.	9 ft.	8	23	4	3.79

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.

SEE FRONT OF THIS SHEET FOR PATTERN



BRIGHTEN UP A NORTH ROOM WITH *Walls of Lemon Yellow*

11^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$2.32

- GOOD QUALITY
- FADEPROOF
- TRIM-EASY EDGES
- MONTHLY PAYMENTS

PROBLEM: How to brighten up that dark north room! This sparkling pattern is the perfect answer. The smart new shade of lemon yellow makes the sun seem to shine from every corner of the room. The whole design is clean and fresh and entrancingly gay with dainty little sprays of white spring flowers. Tiny sprigs of silver add luster to the allover effect. Bedroom, dining room, hallway or living room, this pattern is always in good taste, always practical. The bright touches of orange might well be used in curtains or draperies to intensify the sunny effect. Wards extremely low price makes this paper a bargain you'll appreciate for many seasons to come.

576 F 921—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds..... **22c**

576 F 4921—BORDER. 2 ¼ inches wide. Shipping weight per yard 1 ounce. Price per yard..... **5c**

576 F 875—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds.. **22c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

**COST OF ENTIRE ROOM FOR
PATTERN ON FRONT OF SHEET**

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.02
10 x 12 ft.	9 ft.	5	16	2	2.32
12 x 12 ft.	9 ft.	6	18	3	2.88
12 x 14 ft.	9 ft.	6	19	3	2.93
12 x 16 ft.	9 ft.	7	21	4	3.48
14 x 18 ft.	9 ft.	8	23	4	3.79

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



FOR ROOMS THAT "INVITE YOU IN"

Choose Tapestry Walls

11^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$2.32

- GOOD QUALITY
- FADEPROOF
- TRIM-EASY EDGES
- MONTHLY PAYMENTS

TAPESTRY has been a cherished decoration for handsome walls since Knighthood was in Flower! And Tapestry wallpaper designs have never been more popular than for 1939. Never more usable, or more practical for every type of room! Wards have created a tapestry style paper of unusual charm . . . accented it with soft shades of blue, green, orange and yellow . . . printed it on fine paper stock so you can actually feel the quality. You would fully expect to pay at least 25c a roll for paper of such excellence. 11c a roll is a Value Sensation! The Trim-Easy Edges now make it doubly easy for you to hang your own paper and Double your Wallpaper Savings.

576 F 914—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds **22c**

576 F 4914—BORDER. 2 ½ inches wide. Shipping weight per yard 1 ounce. Price per yard **5c**

576 F 876—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds . . **22c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.02
10 x 12 ft.	9 ft.	5	16	2	2.32
12 x 12 ft.	9 ft.	6	18	3	2.88
12 x 14 ft.	9 ft.	6	19	3	2.93
12 x 16 ft.	9 ft.	7	21	4	3.48
14 x 18 ft.	9 ft.	8	23	4	3.79

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



STYLE IN THE REGENCY MODE FOR A

Charming Period Effect

11^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$2.32

- **GOOD QUALITY**
- **FADEPROOF**
- **TRIM-EASY EDGES**
- **MONTHLY PAYMENTS**

Rooms Return to Elegance with this beautiful French Regency design! Graceful scrolls and exquisitely dainty flower groupings make this one of the most artistically refined papers of the year. The soft pastel colors are suitable for any type of room, and are especially nice with period furnishings. Harmonizes perfectly with figured draperies, upholstery and rugs, also. Large rooms seem more unified with this pattern, and small rooms acquire new delicacy and charm that is universally appealing. The smart matching border was created to carry out the same color tones of the paper and adds a final luxuriant note of style to the whole room setting.

576 F 913—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds. **22^c**

576 F 4913—BORDER. 2 ¼ inches wide. Shipping weight per yard 1 ounce. Price per yard. **5^c**

576 F 876—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds. . . **22^c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.02
10 x 12 ft.	9 ft.	5	16	2	2.32
12 x 12 ft.	9 ft.	6	18	3	2.88
12 x 14 ft.	9 ft.	6	19	3	2.93
12 x 16 ft.	9 ft.	7	21	4	3.48
14 x 18 ft.	9 ft.	8	23	4	3.79

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



THIS LOVELY PAPER FOR ANY ROOM

Costs You So Little

11^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$2.32

- GOOD QUALITY
- FADEPROOF
- TRIM-EASY EDGES
- MONTHLY PAYMENTS

WHY put off repapering when this attractive pattern will give so much new life and color to any room for so little expense? It's a truly remarkable value at only 11c a roll, and the bright colors in the pattern make it adaptable to almost any color scheme you may have. The rich shades of rose, blue and green on the tan background give an air of warmth and friendliness to any room, whether it is used in the living room, dining room, hall or den. It's Fadeproof, too, which assures you longer serviceability. Wards Trim-Easy feature is now put on both edges to make it doubly easy to hang, and also assures you greater savings on every roll.

576 F 912—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds. **22c**

576 F 4912—BORDER. 4 inches wide. Shipping weight per yard 1 ounce. Price per yard. **5c**

576 F 876—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds. . . **22c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

**COST OF ENTIRE ROOM FOR
PATTERN ON FRONT OF SHEET**

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$2.02
10 x 12 ft.	9 ft.	5	16	2	2.32
12 x 12 ft.	9 ft.	6	18	3	2.88
12 x 14 ft.	9 ft.	6	19	3	2.93
12 x 16 ft.	9 ft.	7	21	4	3.48
14 x 18 ft.	9 ft.	8	23	4	3.79

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



THERE'S ALWAYS A RADIANT BLOOM TO *Walls Where Roses Grow*

8^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$1.83

- GOOD QUALITY
- FADEPROOF
- TRIM-EASY EDGES
- MONTHLY PAYMENTS

WALLS that Spell Enchantment! Color that Glorifies your rooms! Here is an exquisite pattern that gives you both at amazingly small cost. The graceful festoon design and the powder blue background are beautifully accented by tiny knots of sweetheart roses, and the entire effect is bewitchingly lovely and gay. You couldn't find a more fitting background for an artistic bedroom, or a pattern that brings more new life and color into your rooms. Wards low price assures you maximum savings on every roll. You save again with the Trim-Easy edges, which now make it extremely simple for anyone to hang Wards wallpaper.

576 F 905—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds..... **16c**

576 F 4905—BORDER. 2 ¼ inches wide. Shipping weight per yard 1 ounce. Price per yard..... **4½c**

576 F 600—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds.. **16c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$1.59
10 x 12 ft.	9 ft.	5	16	2	1.83
12 x 12 ft.	9 ft.	6	18	3	2.25
12 x 14 ft.	9 ft.	6	19	3	2.30
12 x 16 ft.	9 ft.	7	21	4	2.71
14 x 18 ft.	9 ft.	8	23	4	2.96

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



BUY THIS PAPER AND SAVE ENOUGH TO *Decorate Another Room*

8^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$1.83

- GOOD QUALITY
- FADEPROOF
- TRIM-EASY EDGES
- MONTHLY PAYMENTS

BACK to Nature . . . the newest trend in wallpaper style for 1939. And what could be more natural than dainty little yellow rosebuds twined among soft green leaves? This lovely bedroom paper is particularly effective in north exposure rooms, where an air of bright sunniness is so desirable. Another feature you'll like is its ready adaptability with any style of bedroom furniture. This paper is always crisp and clean looking, and the fresh, glowing colors are Fadeproof . . . which means they will keep their bright, new look much longer. Wards make it very easy for you to own this stunning pattern, too. Simply use the Monthly Payment Plan on Page 88.

576 F 904—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds **16c**

576 F 4904—BORDER. 2 3/8 inches wide. Shipping weight per yard 1 ounce. Price per yard **4 1/2c**

576 F 600—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds . . **16c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

**COST OF ENTIRE ROOM FOR
PATTERN ON FRONT OF SHEET**

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$1.59
10 x 12 ft.	9 ft.	5	16	2	1.83
12 x 12 ft.	9 ft.	6	18	3	2.25
12 x 14 ft.	9 ft.	6	19	3	2.30
12 x 16 ft.	9 ft.	7	21	4	2.71
14 x 18 ft.	9 ft.	8	23	4	2.96

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



WHY PAY ^TWICE THIS LOW PRICE?

Usual 16¢ Quality

8^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$1.83

- GOOD QUALITY
- FADEPROOF
- TRIM-EASY EDGES
- MONTHLY PAYMENTS

576 F 906—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds..... **16c**

576 F 4906—BORDER. 2 ¼ inches wide. Shipping weight per yard 1 ounce. Price per yard..... **4½c**

576 F 601—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds.. **16c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

**COST OF ENTIRE ROOM FOR
PATTERN ON FRONT OF SHEET**

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$1.59
10 x 12 ft.	9 ft.	5	16	2	1.83
12 x 12 ft.	9 ft.	6	18	3	2.25
12 x 14 ft.	9 ft.	6	19	3	2.30
12 x 16 ft.	9 ft.	7	21	4	2.71
14 x 18 ft.	9 ft.	8	23	4	2.96

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



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19c

20

NO FINER ⁷VALUE⁷ IN AMERICA THAN THIS

Neat Diagonal Plaid

8^c

A SINGLE ROLL

The cost of an average 10 x 12 ft. room is \$1.83

- GOOD QUALITY
- FADEPROOF
- TRIM-EASY EDGES
- MONTHLY PAYMENTS

576 F 908—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds..... **16c**

576 F 4908—BORDER. 2 3/4 inches wide. Shipping weight per yard 1 ounce. Price per yard..... **4 1/2c**

576 F 600—WHITE CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds.. **16c**

This pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

COST OF ENTIRE ROOM FOR PATTERN ON FRONT OF SHEET

Size of Room	Height of Room	Double Rolls Side Wall	Yards of Border	Double Rolls Ceiling	Total Cost Room Complete
8 x 10 ft.	9 ft.	4	14	2	\$1.59
10 x 12 ft.	9 ft.	5	16	2	1.83
12 x 12 ft.	9 ft.	6	18	3	2.25
12 x 14 ft.	9 ft.	6	19	3	2.30
12 x 16 ft.	9 ft.	7	21	4	2.71
14 x 18 ft.	9 ft.	8	23	4	2.96

This chart allows for average window and door openings. For accurate ordering information and a more complete room size chart, be sure to see Page 88.



LOWEST PRICE—GREATEST VALUE IN THIS

Kitchen Tile Design

TILE designs are always correct for a charming kitchen or bathroom. Always fresh and neat looking, this attractive pattern is very popular. And no wonder when you see the astoundingly low price. Better yet, you may choose it in either the 5c or 6c quality. The 5c quality assures you the greatest possible economy *right now*. It is just like the sample, except that the colors are not quite as bright and are *Not Fadeproof*. For only 1c a roll more you get our Good Quality, which is absolutely *Fadeproof* and is the Greatest Economy over a period of years, as the colors stay fresh and clean looking. See complete room size chart on Page 88.

This Paper Furnished in a Choice of 2 Qualities

Economy Quality *Good Quality*

5^c

NOT SHOWN
SINGLE ROLL

THIS QUALITY IS NOT FADEPROOF

576 F 1901—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds..... 10^c

576 F 4901—BORDER. 2½ inches wide. Shipping weight per yard 1 ounce. Price per yard..... 3½^c

576 F 873—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds..... 10^c

THIS QUALITY IS FADEPROOF

576 F 901—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds..... 12^c

576 F 4901—BORDER. 2½ inches wide. Shipping weight per yard 1 ounce. Price per yard..... 3½^c

576 F 874—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds..... 12^c

6^c

LIKE SAMPLE
SINGLE ROLL

This pattern is sold only in Double Rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.



LOWEST PRICED PLASTIC STYLE PAPER

Choice of 2 Qualities

ALL the charm of plastic type wallpaper at a price anyone can afford to pay! This pattern is ideal for downstairs rooms, where it gives a fresh, clean appearance that is so desirable. Actually looks three times more expensive than Wards low price. And you have 2 Qualities to choose from . . . Economy at 5c a single roll and Good Quality at 6c. Economy Quality looks like the sample, but the colors are *Not Fadeproof*. Good Quality has an extra coating, making the colors brighter and *Fadeproof*. The 5c quality gives you the greatest savings now, but for many seasons of use, Wards Good Quality is a much better buy.

This Paper Furnished in a Choice of 2 Qualities

Economy Quality

Good Quality

5^c

NOT SHOWN
SINGLE ROLL

THIS QUALITY IS NOT FADEPROOF

576 F 1902—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds 10^c

576 F 4902—BORDER. 2½ inches wide. Shipping weight per yard 1 ounce. Price per yard 3½^c

576 F 873—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds 10^c

THIS QUALITY IS FADEPROOF

576 F 902—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds 12^c

576 F 4902—BORDER. 2½ inches wide. Shipping weight per yard 1 ounce. Price per yard 3½^c

576 F 874—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds 12^c

6^c

LIKE SAMPLE
SINGLE ROLL

This pattern is sold only in Double Rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.



2 QUALITIES . . . 2 PRICES . . . AND YOU

Save 50% on Either

NEVER has such a lovely, dainty all purpose pattern cost so little. No matter in what room of your home you choose to use this paper the whole effect will be radiantly beautiful with graceful sprays of bright flowers against an ivory background. You have 2 Qualities to choose from. Buy the Economy Quality at 5c a single roll if you wish to spend the least money possible. This quality is *Not Fadeproof* and the colors are not as bright as the sample. For Greater Value over a period of time, choose Wards Good Quality at 6c a roll. This is *Fadeproof* and the lovely colors will stay clean and fresh looking. You'll get triple the service!

This Paper Furnished in a Choice of 2 Qualities

Economy Quality

Good Quality

5c

NOT SHOWN
SINGLE ROLL

THIS QUALITY IS NOT FADEPROOF

576 F 1900—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds. 10c

576 F 4900—BORDER. 2¾ inches wide. Shipping weight per yard 1 ounce. Price per yard. 3½c

576 F 873—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds. 10c

THIS QUALITY IS FADEPROOF

576 F 900—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds. 12c

576 F 4900—BORDER. 2¾ inches wide. Shipping weight per yard 1 ounce. Price per yard. 3½c

576 F 874—IVORY CEILING. Harmonizes with the sidewall. Double Roll. Shipping weight 2 pounds. 12c

6c

LIKE SAMPLE
SINGLE ROLL

This pattern is sold only in Double Rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.



Y

gns.

dull

dull

dull

39c

4 20

Now for the First Time!

WALLPAPER YOU CAN REALLY SCRUB

40c

A SINGLE ROLL

The cost of an average 10x12 ft. room is \$4.68

- **BEST QUALITY**
- **FADEPROOF**
- **SCRUBBABLE**
- **MONTHLY PAYMENTS**



At Last! A wall covering that is as scrubbable as flat wall paint, and as smart and authentically styled as the most fashionable wallpaper. In 1934 Wards pioneered Washable wallpapers . . . now for 1939 we offer you the newest and most completely washable wall covering ever created. Actually a fine painted surface fused onto a heavy paper back. And remember, this revolutionary new wallpaper is obtainable by mail *Only At Wards!* This pattern may be used for smart paneling effects, and is a perfect Companion Room paper when used with the Currier and Ives patterns shown on Pages 3 and 26. May be hung horizontally or vertically.

100 Times More Washable

Actual Laboratory Tests have proved this wall covering to be 100 times more washable than any washable wallpaper now on the market! We invite you to use this sample to prove this statement yourself. Smear the surface with dirt or grease, then wash it with soap and water. You'll be amazed how easily and quickly all the smudge is washed away. See the Back Cover for other designs. (NOTE: These new scrubbable papers do not have Trim-Easy edges.)

576 F 969—SIDEWALL. Double Roll, 16 yards long, 18 inches wide. Shipping weight 2 pounds 8 ounces. 80c

CEILING PAPER. See 576 F 238 shown on Page 51 for a ceiling that is in perfect harmony. Double roll. 34c

This Pattern is sold only in double rolls, 16 yards long, 18 inches wide. Single roll price is quoted so you may compare Wards wallpaper prices with others.

SEE FRONT OF THIS SHEET FOR PATTERN

Only \$2 Down

To Paper Your Entire Home If You Use Wards Monthly Payment Plan

Paper all your rooms at one time and save both time and money. Now it is convenient for you to buy as much paper as you need for a complete job because Wards Time Payment Plan enables you to pay for redecorating over a long period of time! As little as \$2 down will furnish you with enough paper for an average size home.

Order Any Ward Merchandise On Credit!

Why not include other room furnishings you have long wished for with your wallpaper order? Curtains, rugs, furniture, paint . . . in fact, any item of merchandise Wards sell in any catalog may be included in your order! Your order must total \$10 or more, however.

Any family with a regular income, even though small, will find this the most practical way to buy. By setting aside each month an amount that can be conveniently paid out of income, you can enjoy many home comforts and conveniences you otherwise might never have. This practical, sensible use of credit is approved by conservative bankers and business men everywhere. For Time Payment Terms, see table below.

TABLE OF TERMS

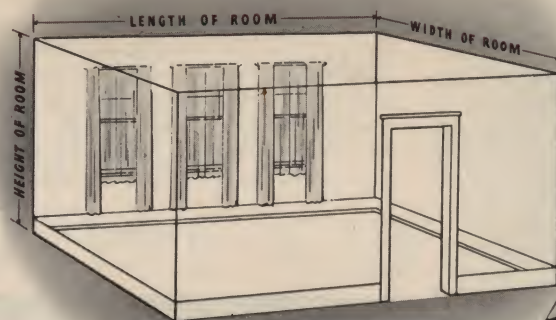
If Cash Price of Sale Amounts to	Down Payment is	If the Unpaid Balance remaining after Down Payment is	Monthly Payment is
\$10.00—\$15.00	\$2.00	\$ 2.00—\$15.00	\$2.00
15.01— 20.00	2.50	15.01— 20.00	3.00
20.01— 25.00	3.00	20.01— 25.00	4.00
25.01— 30.00	3.00	25.01— 30.00	5.00
30.01— 35.00	4.00	30.01— 35.00	5.00
35.01— 40.00	4.00	35.01— 40.00	5.00
40.01— 45.00	5.00	40.01— 45.00	5.00
45.01— 50.00	5.00	45.01— 50.00	5.00
50.01— 60.00	5.00	50.01— 60.00	6.00

To find amount of Carrying Charge add 10% (one tenth) to Balance owed on order after first payment. For instance, if balance is \$16, the carrying charge is \$1.60 and the amount yet to be paid is \$16 + \$1.60 or \$17.60.

NOTE: The minimum carrying charge is \$1.00.

Note: If, during the life of this Catalog, direct or indirect means of raising prices are adopted by the government or individual states, we may be affected. This situation will, of course, have to be met by price adjustments.

To figure amount of paper needed . . .



USE THIS SIMPLE CHART

The chart below tells you immediately just how many rolls of sidewall and ceiling are needed, also the yards of border.

Important: Deduct one double roll of sidewall for every four average size doors or windows. Deduct one triple roll of sidewall for every six average size doors or windows.

Size of Room In Feet	Rolls Of Sidewall Necessary According To Height Of Room						Yds. of Border	Double Lgth. Rolls Ceiling
	Double Rolls (18-in. wide, 16-yds. long)			Triple Rolls (30-in. wide, 15-yds. long)				
	8-Ft.	9-Ft.	10-Ft.	8-Ft.	9-Ft.	10-Ft.		
8 by 8	4	5	5	3	4	4	12	1
8 by 10	5	5	6	4	4	4	14	2
8 by 12	5	6	6	4	4	4	15	2
8 by 14	6	6	7	4	4	5	16	2
9 by 10	5	5	6	4	4	4	14	2
9 by 12	5	6	7	4	4	5	16	2
9 by 14	6	7	7	4	5	5	17	2
9 by 16	6	7	8	4	5	6	18	3
10 by 10	5	6	6	4	4	4	15	2
10 by 12	6	6	7	4	4	5	16	2
10 by 14	6	7	8	4	5	6	18	3
10 by 16	7	7	8	5	5	6	19	3
12 by 12	6	7	8	4	5	6	18	3
12 by 14	7	7	8	5	5	6	19	3
12 by 16	7	8	9	5	6	6	21	4
12 by 18	8	9	9	6	6	6	22	4
13 by 13	7	7	8	5	5	6	19	3
13 by 14	7	8	8	5	6	6	20	3
13 by 15	7	8	9	5	6	6	21	4
13 by 16	7	8	9	5	6	6	21	4
13 by 18	8	9	10	6	6	7	22	4
14 by 14	7	8	9	5	6	6	20	4
14 by 15	7	8	9	5	6	6	21	4
14 by 16	8	9	10	6	6	7	22	4
14 by 18	8	9	10	6	6	7	23	4
15 by 15	8	9	10	6	6	7	22	4
15 by 16	8	9	10	6	6	7	22	4
15 by 18	8	9	10	6	6	7	24	5
15 by 20	9	10	11	6	7	8	25	5

On chart at right, find your room size. If exact size of your room is not listed, use next larger. Be sure to make deductions for window and door openings as shown in chart at right.

TO FIGURE EXTRA LARGE OR IRREGULARLY SHAPED ROOMS

For rooms larger than those listed, or for halls, ceilings, stairways or rooms of irregular shape, find the number of square feet of wall space or ceiling to be papered. Then divide by 60, to get the number of Double Rolls of wallpaper required. This allows a little extra for matching. To get the number of square feet of wall space, multiply the width of each wall section by the height. For the square feet of ceiling, multiply the length of the room by the width.

TO DETERMINE AMOUNT OF 30-INCH PAPER NEEDED

Find the number of square feet of wall space to be papered. Divide the number of sq. ft. by 90. This gives the number of Triple Rolls of wallpaper (30 inch width) required, allowing a little extra for matching.

TO DETERMINE AMOUNT OF WALL OILCLOTH NEEDED

Figure 6 yards (one half a roll) of Wall Oilcloth as being equal to one double roll of ordinary wallpaper.

IMPORTANT ORDERING INFORMATION

When ordering, use enclosed order blank. Be sure to state pattern number printed on the BACK of sample. Do not tear sample out of book. When reordering paper to match, enclose sample torn from the roll, showing number on selvage if possible. Sidewall comes in Double or Triple Rolls only. Ceilings come only in double rolls.

TO FIGURE AMOUNT OF POSTAGE NEEDED

Figure total Shipping Weight of your order. From chart at right see what it costs to ship that weight to your zone (to find which zone you live in see postal zone map in General Catalog or ask your postman). Add this amount to your remittance. If you send too much, we will refund every cent not actually required. Packages weighing 8 oz. or less may be mailed anywhere in the United States for 1½¢ for each 2 oz. or less. Packages weighing more than 8 oz. go according to pound rate (see chart at right). The Post Office counts any part of a pound as the next full pound.

Packages weighing not more than 70 lbs. and measuring not more than 100 inches (length plus girth at widest point, combined) may be mailed to all zones. For Complete Parcel Post, Freight and Express rates, see Wards General Catalog. How to Send Money: Enclose with your order a personal check, money order or bank draft. When sending cash, for your protection, it is better to have your letter registered.

Shipping Weight	Local Zone	Zones 1 and 2 Not over 150 Miles	Zone 3 151 to 300 Miles	Zone 4 301 to 600 Miles	Zone 5 601 to 1000 Miles
1 Lb.	7c	8c	9c	10c	11c
2 Lbs.	8c	10c	11c	14c	17c
3 Lbs.	8c	11c	13c	17c	22c
4 Lbs.	9c	12c	15c	21c	27c
5 Lbs.	9c	13c	17c	24c	33c
7 Lbs.	10c	15c	21c	31c	43c
10 Lbs.	12c	18c	27c	42c	59c
15 Lbs.	14c	4c	37c	59c	86c
20 Lbs.	17c	29c	47c	77c	\$1.12
30 Lbs.	22c	40c	67c	\$1.12	1.65
40 Lbs.	27c	51c	87c	1.47	2.18
50 Lbs.	32c	62c	\$1.07	1.82	2.71

SAVE $\frac{1}{3}$ ON

Genuine Oilcloth

39c
A Yard

There are 7 good reasons why you should buy Wards wall oilcloth! 1—Most permanent of all wall coverings because it has a strong canvas back. 2—May be washed repeatedly.

3—Colors are Fadeproof. 4—Keeps walls in good condition and helps prevent plaster cracks. 5—Resists tears, scuffs and marring. 6—Extra width finishes with fewer seams. 7—Wards price saves you one-third! All rolls 48 in. wide. Ship. wt. yard, Sidewall 2 lbs., Border 1 oz.

Sidewall

(A) Smart glazed chinaware pattern. Ideal for kitchen, dinette, pantry, breakfast nook.
576 F 4024—Price per yard 39c
12-Yard Roll. 48 in. wide \$4.20
576 F 4031—Border. Yd... 9c

Wainscoting

(B) Silver scoring on white background. With border top and bottom. Hangs horizontally making wainscoting 4 ft. high.
576 F 4025—Price per yard 39c
12-Yard Roll. 48 in. wide \$4.20

Sidewall

(C) Lovely "Homestead" pattern for kitchen, dinette or pantry. Glazed finish.
576 F 4021—Price per yard 39c
12-Yard Roll. 48 in. wide \$4.20
576 F 4035—Border. Yd... 9c

Wainscoting

(D) Printed with border top and bottom. Hangs horizontally making wainscot 4 ft. high. Looks like genuine mottled tile.
576 F 4022—Price per yard 39c
12-Yard Roll. 48 in. wide \$4.20

Sidewall

(E) Swedish Modern design. Particularly attractive for your bathroom. Glazed finish.
576 F 4023—Price per yard 39c
12-Yard Roll. 48 in. wide \$4.20
576 F 4034—Border. Yd... 9c

Wainscoting

(F) With border top and bottom. Hangs horizontally, making wainscot 4 ft. high. Easier to wash than a painted wall.
576 F 4056—Price per yard 39c
12-Yard Roll. 48 in. wide \$4.20

TWO-TONE STIPPLE

A handsome stippled effect that is very attractive for any room. Will harmonize with any color scheme. The dull embossed finish is very smart as well as practical and easy to keep clean.

576 F 4060—Per Yard... 39c
12-Yard Roll. 48" wide... \$4.20
576 F 4032—1 1/4-inch Border. Yard... 9c

GAY QUAIN SCENIC

Bright, cheery colors and a trim little design make this pattern ideal for the bedroom, kitchen, pantry or bathroom. Glazed finish makes it exceptionally easy to keep spotlessly clean.

576 F 4064—Per Yard... 39c
12-Yard Roll. 48" wide... \$4.20
576 F 4034—1 1/4-inch Border. Yard... 9c

ARTISTIC SHIP PATTERN

Give your rooms the fresh tang of the sea and a new feeling of spaciousness. This pattern is especially nice for the bathroom, kitchen, pantry or game room where it adds color and interest. Easy-to-clean glazed finish.

576 F 4062—Price per Yard... 39c
12-Yard Roll. 48 in. wide... \$4.20
576 F 4035—1 1/4-in. Border. Yard... 9c

NEW ONYX EFFECT

Practical glazed finish. Lovely for kitchen or bathroom use. Suitable for both sidewall and ceiling, or combine with plain colors at right. Extremely economical, and gives long, satisfactory service.

576 F 4020—Price per Yard... 39c
12-Yd. Roll. 48 in. wide... \$4.20
576 F 4031—1 1/4-in. Border. Yard... 9c

PLAIN COLOR OILCLOTH FOR WALLS OR CEILING

In excellent taste for any room in the house, or for ceiling with any of the figured designs. Offered in 5 shades shown, plus White, (not shown).

576 F 4015—White. Smooth glazed finish. embossed kid finish.
576 F 4018—Blue. With attractive dull embossed kid finish.
576 F 4017—Peach. With attractive dull embossed kid finish.
576 F 4019—Ivory. With attractive dull embossed kid finish.
Wards price saves you up to one-third! Price per yard... 39c

NEW!

Scrubable Wallpaper

FOR 1939

Smear With Butter

Then Wash It Off



40c

A Single Roll tests prove it to be *100 Times More Washable* than any "washable wallpaper" now on the market! Make your own test with the actual sample of this new wall covering shown on Page 86. Spread butter on it . . . rub soot into the butter if you wish . . . then wash every trace of grease and dirt off with just soap and water! This means no more unsightly grease spots around your stove, no water spots around the tub and bowl in your bathroom, no more ugly dirt smudges above the radiators in any room. Because it is actually a painted surface fused onto a heavy paper back, this new wallpaper is as easy to keep clean as a painted wall. Don't forget—you can obtain this wallpaper by mail *Only At Wards!* Sold only in double rolls. Shipping weight per double roll, 2½ lbs. Border shipping wt., 1 ounce per yard.

Plain Colors For Walls Or Ceiling

Choose any of these glorious new tints for your sidewalls or for ceilings with any of the lovely patterns shown at right. Because this new material is so heavy, it hides cracks and irregularities in your walls. Practical, too, because it is Scrubable. Offered in 4 shades shown, plus White, (not shown).

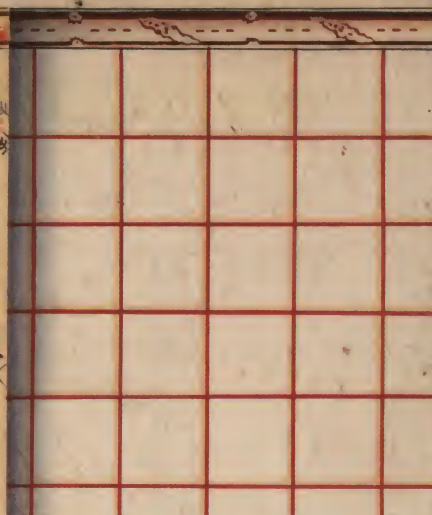
- 576 F 7024**—White (Not Shown) 16 yards long, 18 in. wide. Double Roll **80c**
 - 576 F 7021**—Cream. 16 yards long, 18 in. wide. Double roll **80c**
 - 576 F 7020**—Blue. 16 yards long, 18 inches wide. Double roll **80c**
 - 576 F 7022**—Green. 16 yards long, 18 in. wide. Double roll **80c**
 - 576 F 7023**—Peach. 16 yards long, 18 in. wide. Double roll **80c**
- For complete ordering information and room chart see Page 88.



Smart New Floral Design

Dainty flowers make this lovely pattern suitable for any room in your home. Harmonizes with almost any color scheme and is decorative as well as very practical.

- 576 F 7013**—SIDEWALL. Double roll, 16 yards long, 18 inches wide **80c**
- 576 F 7113**—BORDER. 1 11/16" wide. Yd. **6c**



Popular Tile Pattern

Also offered with black scoring (not shown).

- 576 F 7016**—RED SCORING. Double roll, 16 yards long, 18 inches wide **80c**
- 576 F 7017**—BLACK SCORING, (not shown) Double roll, 16 yards long, 18 in. wide . **80c**
- 576 F 7116**—Border to Match either. Yd. **6c**



A Real Story Book Paper

Hey-diddle-diddle, here's a pattern straight from Mother Gooseland that will thrill any child. Practical, too, because it may be washed repeatedly without harming it.

- 576 F 7012**—SIDEWALL. Double roll, 16 yards long, 18 inches wide **80c**
- 576 F 7112**—BORDER. 2¼-in. wide. Yd. **6c**



Fashionable Large Flowers

Choose this lovely new peach color for any room in your home that needs an air of brightness. The large floral design is very smart for the newest walls of 1939!

- 576 F 7014**—SIDEWALL. Double roll. 16 yards long, 18 inches wide **80c**
- 576 F 7114**—BORDER. 2¼ in. wide. Yd. **6c**



Sparkling Clean and Fresh

Graceful birds on a sea green background make this unique pattern lovely for your kitchen, bathroom, dinette or pantry. It is always colorfully gay and bright.

- 576 F 7015**—SIDEWALL. Double roll, 16 yards long, 18 inches wide **80c**
- 576 F 7115**—BORDER. 2¼-in. wide. Yd. **6c**



Smart Textured Effect

Looks like nubby monk's cloth and is very much in style for 1939. Gives any room a fashionable, new textured appearance that is recommended by interior decorators.

- 576 F 7011**—SIDEWALL. Double roll, 16 yards long, 18 inches wide **80c**
- 576 F 7111**—BORDER. 2¼-in. wide. Yd. **6c**

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